

MAY - 3 1935

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXXVII

MAY 11, 1935

NO. 19

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—how to get good value—
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"A practical working basis for the consumer—a measuring
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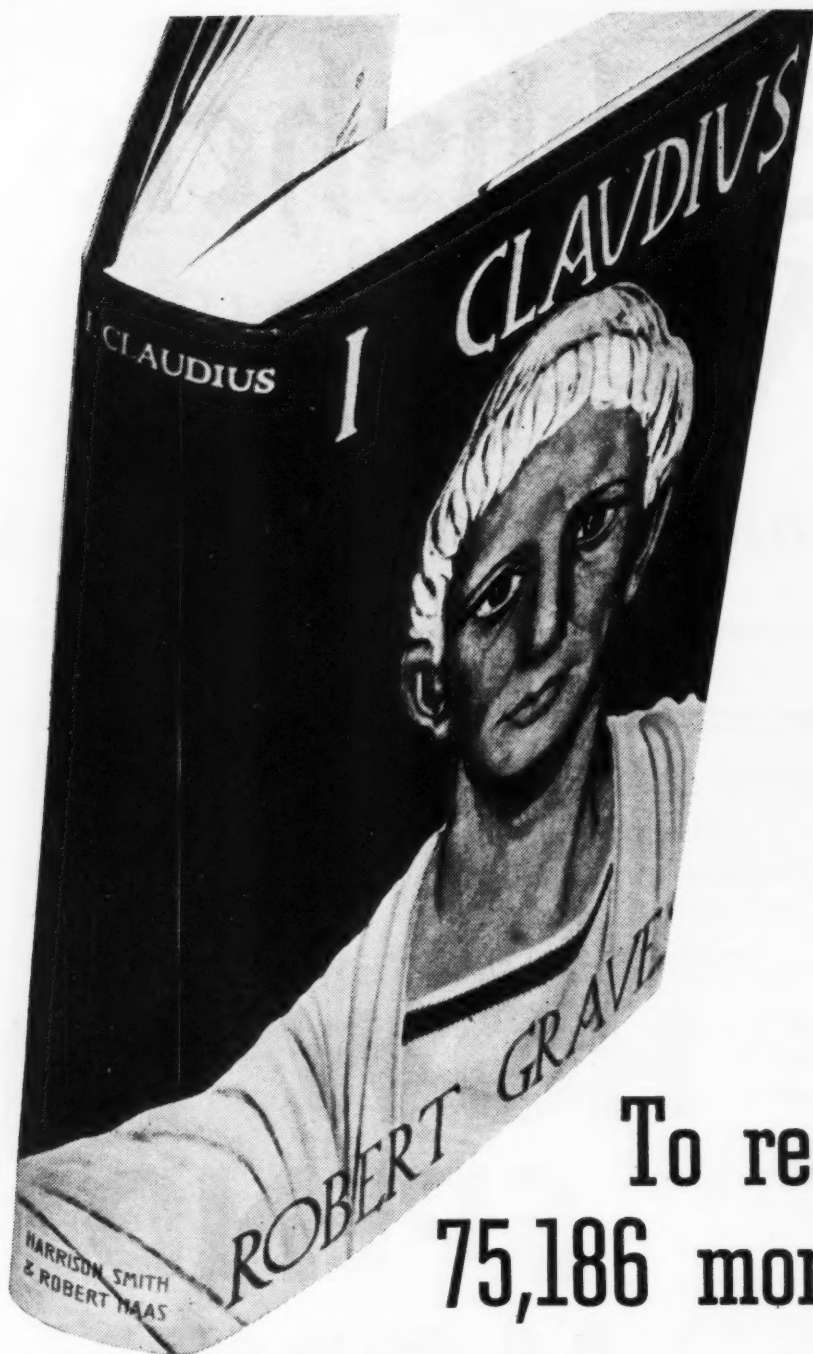
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To reach
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I, CLAUDIUS—reduced to \$2.00
(Effective June 10th)

COMBINED, sales of I, CLAUDIUS and CLAUDIUS THE GOD total 75,186 to date. Effective as of June 10th, the price of I, Claudius will be reduced from \$3.00 to \$2.00 to enlarge its market and to reap plus sales from readers now enjoying the Book-of-the-Month Club selection, CLAUDIUS THE

GOD. It's the same book you have been successfully selling at \$3.00—the price only has been changed. ¶We urge you to display both books together, and to point out to customers that now these 1077 pages of best-seller can be bought for \$5.00. Watch for further advertising on both books.

HARRISON SMITH and ROBERT HAAS, Inc.

THE PUBLISHERS' WEEKLY, Publication Office, 19th & Federal Sts., Camden, N. J. Editorial and General Offices, 62 W. 45th St., New York City. Subscriptions \$5; Canada \$7.50; Foreign \$6; 15c a copy. Entered as second-class matter at the Post Office at Camden, N. J. Copyright 1935 by R. R. Bowker Co. London, D. H. Bond, 329 High Holborn W.C.1.

I shall publish these novels in June. . .

On the 10th **THE JURY** by Gerald Bullett (\$2.50). This novel should click. I have seldom read as completely satisfying a story—beautifully written, immensely exciting and with a suspense that keeps you guessing until a page or two before the end. Please read it. I'll take my chances on your judgment if you will. It is the June selection of the English Book Society—not that that will help you directly. I mention it because it indicates that Bullett, with this book, moves definitely into the class of potential best-sellers.

On the 10th **THE TREASURE OF THE SIERRA MADRE** by B. Traven (\$2.50). An exciting story of three Americans who hunted for gold in the mountains of Mexico. A powerful tale of adventure—but more—a book by the author of **THE DEATH SHIP**. It has already appeared in seven languages. It should be more popular here than **THE DEATH SHIP**.

On June 24th **THE DARK GLASS** by March Cost (\$2.50). A new novel by the author of **A MAN NAMED LUKE**, which sold 7500 copies in the original edition. As curious and beautiful as its predecessor, it will appeal to the same substantial audience and you can count on a better sale now than in 1933.

I shall also publish on June 3rd a new book of poems by Witter Bynner, **GUEST BOOK**, his first in four years. Of his last, **EDEN TREE**, we have sold 829 copies. **GUEST BOOK** is more amusing and has greater sales possibilities.

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With new prices—new markets, we confidently expect to sell 250,000 copies of these 4 books in the U. S. alone by Christmas.

Advance sample copies ready May 20th. Write immediately for (1) quantity discounts (2) special discounts for those who do a Mail Order business (3) for circulars and display material.



To be Published AUG. 15

E. P. Dutton & Co., N. Y.

WHAT ARE THE BOOKS THAT ARE PAYING YOUR RENT?

If you've been reading the *Times Book Review*, *BOOKS*, *New Yorker*, *Saturday Review*, the daily book pages, or merely following the best of the 'best-seller' lists in the last few weeks, you've probably become aware of this dramatic fact:

That one publisher's list has not only contributed to the Trade a majority of the bread-and-butter Non-Fiction books of the year, but is steadily building the most exciting all-around line, in both classifications, that has come out of any single house in a long while.

BEST-SELLERS

DISMISS FOR THE MOMENT the fact that such books as **FRANCIS THE FIRST**, **PERSONAL HISTORY**, **COME AND GET IT** are best-seller 'tops', that **GERALD**, one of the most excitedly-talked-about biographies since *Nijinsky* (Dale Warren of Houghton, Mifflin

says it's "far and away the best book I have read this year"), and Morley's **HASTA LA VISTA** are steadily creeping in that direction, and just take a quick look at last Sunday's *Times*.

Nine enthusiastic reviews! First, for Selma Lagerlof's **HARVEST**, more rich memories of Marbacka and the climactic volume in an ever-

WHAT ARE THE BOOKS THAT A

steady property, by an author of whom *Time Magazine* writes: "Of all the old ladies who can count their medals, few can finger so many that ring so true as Selma Lagerlof." (\$2.50)

PRIZE WINNERS... RUNAWAYS?

THEN, TWO COLUMNS from Robert Van Gelder on **HASTA LA VISTA** (\$2.), and pages 6 and 7 featuring the Story Magazine—Doubleday, Doran Prize Winning First Novels, Edward Anderson's **HUNGRY MEN** and Dorothy McCleary's **NOT FOR HEAVEN**. Frankly, whatever your personal preference, you'll find plenty of readers for both of these completely opposite novels, and they look like a pair of runaways.

HUNGRY MEN, remarks Clifton Fadiman, is "*Les Miserables* done in a series of sharp, pitiless American snapshots"—dynamic, challenging, for your customers who like sociological fiction; while Miss McCleary and her inimitable Ma Bostwick, the old lady who is destined 'not for heaven', deserve every penny of their share of the double award, says Mr. Fadiman. Incidentally, the *Herald-Tribune* of the same Sunday carries superb feature reviews, with pictures, of both books. (\$2 each)

"A-A-A"

THEN TAKE HELEN SIMPSON'S romantic historical novel, **SARABAND FOR DEAD LOVERS**. The book was an *Evening Standard* choice in London, an English best-seller for months. Following London critics' lead, we billed it as "a woman's *Jew Suss*". The forgotten love story of a princess who might have been a Queen, *The Retail Book-seller* called it a sophisticated *Graustark*, and now Donald Gordon in the *May American News of Books* gives the book "A-A-A—

Highly entertaining... it'll go... an historical romance in which Helen Simpson has gone to town." Just right for the present market, and don't forget people who will relish a true Livia genius of evil in the duke's mistress. *A Daily News* 'book of the week'. (\$2.50)

PRINTINGS

IN PASSING, may we note a 2nd Big Printing each for those two delightful discoveries, Jane Oliver's sprightly and memorable **EVENING OF A MARTINET** and Edwin Greenwood's **THE DEADLY DOWAGER**, the comedy of murders about which Mabel R. Jettinghoff of Penn Terminal Book Shop, and Lee A. Weber of Lord & Taylor, among others, are so keen. It's a pleasure to call your attention, as publishers ex-officio of the new psychological novel of murder, to the award of the latest Femina Vie Heureuse Prize to **HARRIET**, by Elizabeth Jenkins. (All \$2 each)

NEW EBERHART

ON THE SAME DAY with **SARABAND FOR DEAD LOVERS**, we published Mignon G. Eberhart's new mystery, **THE HOUSE ON THE ROOF**. *The New Yorker* says it ranks with the best of the English mysteries—"A-B-A" says Donald Gordon—a Chicago penthouse murder. Watch the reviews and consistent advertising. (D.D.—\$2)

"!-!-!"

NOT FOR SQUEAMISH readers is Johann Rabener's **CONDEMNED TO LIVE**, a European success, much talked-about, delicate in subject matter but powerful in technique. *The American News of Books* notes—cryptically—"!-!-!" (522 pages—\$3)

T ARE PAYING YOUR RENT! ♦ ♦ ♦

AND A NORRIS

SO MUCH FOR BEST-SELLERS, best-renters, steady stock—what's coming? A first-rate Norris, says Virginia Kirkus, in **BEAUTY'S DAUGHTER** on June 7, with a fresh and completely original promotion approach. This novel upped the circulation of the magazine in which it was serialized and has that priceless ingredient that so endears Kathleen Norris to both shop and library patrons.

But before then, on May 17, that remarkable novel of murder, **SATAN WAS A MAN**, by Edward Hale Bierstadt, a book that is likely to cause as much comment as *The Postman Always Rings Twice*, and of which Vincent Starrett predicts "a psychological novel to stand beside *Dr. Jekyll and Mr. Hyde*, a better horror story than *Dracula*." (D.D.—\$2)

Watch, too, on May 17 — **BESIDES, THE WENCH IS DEAD**, by Robert Ullin—the dramatic story of a backstreet woman in the days of the Great Boom. (People will be asking you "Who is 'Robert Ullin' ?"). \$2.00

ROMANCE IN AVIGNON

ON JUNE 7 COMES the new book by Darwin L. Teilhet, author of *The Talking Sparrow Murders*, but utterly unlike that successful mystery. **BRIGHT DESTINATION** is a romantic novel of a summer in France and of "a juggler, a tight-rope dancer and a young American innocent," says *The Retail*

Bookseller; "a joyous harlequinade, which runs like quicksilver over the page," says Burton Rascoe, "urbane, satiric and full of fun." To some readers it may recall Eric Linklater's *Juan in America*, to others, J. L. Campbell's *The Miracle of Peille*, but however they feel about it, they will find it one of the most spontaneous and entertaining novels of the summer. (\$2)

ON THE SAME DATE we publish Katherine Newborg's fine first novel, **OUT OF THAT DREAM**, of which herewith two advance opinions: Harriet Anderson, Channel Bookshop—"Unusual skill and sureness for a first novel . . . has simplicity and suppleness . . . I should gladly recommend it." Thomas Hyde, Jr., Carteret Bookshop, Newark—"It is difficult to remember this is a first novel . . . Katherine Newborg might at times seem to be proceeding from the philosophy of a feminine William McFee." (\$2.50)

NECESSARILY, we have left out some quiet sellers, even some more spectacular books, as well as a good half dozen of Doubleday, Doran Romances and "Westerns". But here is actual bookstore business, a volume of profitable sales and rentals, the kind of business that is easy to get and leads to repeat orders, within easy reach of Booksellers who wish to take advantage of a quality list. **Have you checked stock recently on Doubleday, Doran books?**

DOUBLEDAY, DORAN



What So Proudly We Hailed

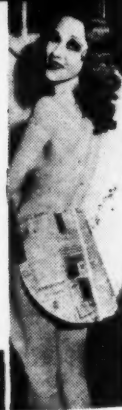
by **EMILE GAUVREAU**

author of "HOT NEWS"

An inspired reporter, with the aid of candid cameras, looks at Russia and America, and reveals the human core of two civilizations.

With 143 startling news photographs, including many which no newspaper dared to print.

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SIMON and SCHUSTER
Publishers • 386 Fourth Avenue • New York





Tess Slesinger,


author of


"Time:
The Present"


 The first copy of TESS SLESINGER's book has just come in. It *looks*, it LOOKS perfect. The typography is the work of PHILIP VAN DOREN STERN and ERNST REICHL. It is an unusual size, the type is Baskerville, each of the stories has a separate, colored title page, it is beautifully bound. It *looks* and *feels* like a Must Book.

 And it not only *looks*, it IS a perfectly grand book. Every bookseller (as well as every publisher and critic) will somehow find his way to a magnificent story about a Literary Tea, entitled "After the Party."


 But more about the book itself: *Time: The Present* is a book of eleven short stories by TESS SLESINGER, ranging from a bitter piece like "Jobs in The Sky" (in which a book clerk listens to a pep speech by the owner of his store on Christmas Eve) to a tender, almost heartbreaking story (entitled "Times So Uncertain Are") in which a Viennese girl, after adoring the marriage of a couple of her American friends finally comes to America and witnesses the break-up of the marriage in a scene at Child's Restaurant.


 The price of *Time: The Present* is \$2.50. Publication Date is May 20th. You will be safe in ordering this book not "as another book of short stories" but as a book with the possibilities of DOROTHY PARKER's or SAROYAN's short stories. *Please*: they are not like those books; but they have their possibilities of a wider-than-average market.


 And note too: TESS SLESINGER did not ask us to publish them. We asked her if we might.


 "Well what IS your policy in selecting books to publish?" is a question Y. C. has heard often enough. He will hear it again when he announces that on May 20th S&S are publishing another book: entitled *The Secret of Keeping Fit* by ARTHUR MCGOVERN. As to the policy: We publish books which we would buy if we were


not the publishers of them ourselves. We are interested not only in reading stories, but in playing golf, watching Europe, drinking, laughing. And Health. ARTIE MCGOVERN's book is about health—how to be healthy though happy.

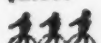
 In New York City most people know ARTIE MCGOVERN as the man who has a gym on 42nd Street and keeps a lot of famous men and women fit. Among his clients are: Walter Lippmann, Paul Whiteman, Gene Sarazen, John J. Raskob, Marshall Field, 3rd, Jack Dempsey, and scores of equally distinguished men and women. He is the man the doctors go to when they want to get into condition (and this line incidentally will be used in the ads).

 Two years ago we asked ARTIE to write a book about his eminently sane and successful methods of taking care of one's health. He has written and re-written the book several times in order to make it perfect. It is now as good in its own field as is ALEX MORRISON's book in the field of golf, and we intend to promote it as energetically. Full page advertising will be used. There is a wide audience ready for a good health book at all times. With Artie McGovern as author of such a book, we feel we have a potential 25 to 50 thousand book.

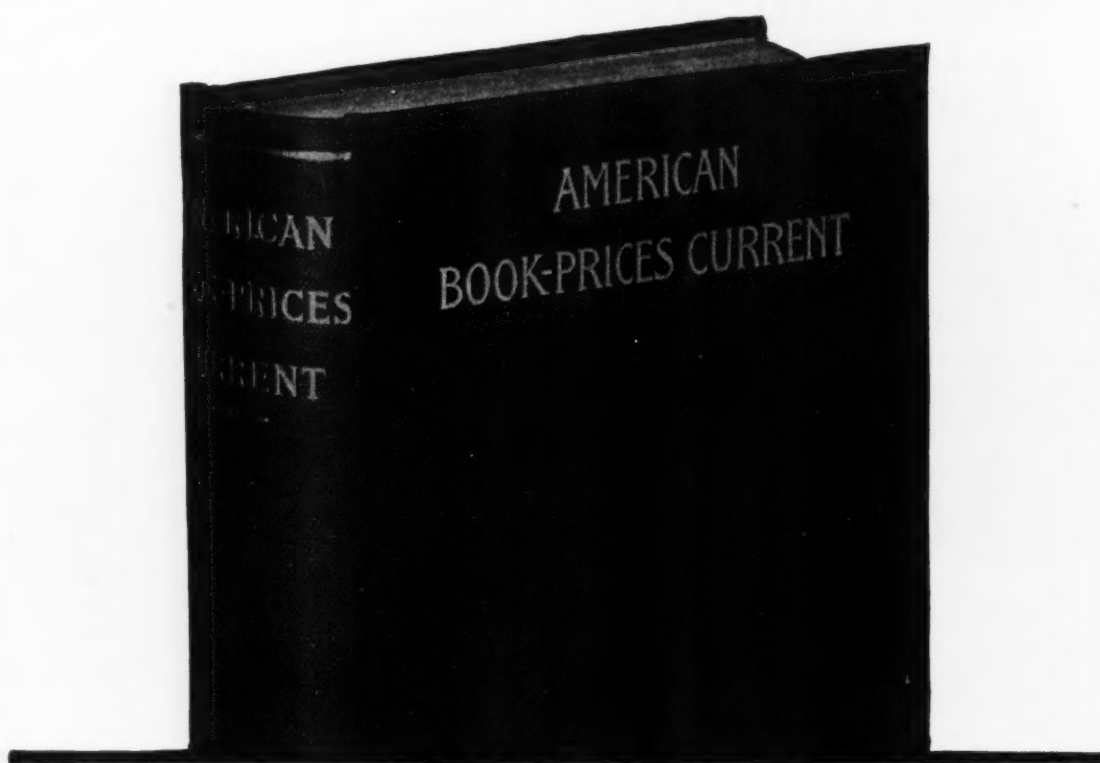
 *The Secret of Keeping Fit* will be priced at \$2.00. It will contain a lot of pictures. It will make people feel better just to read it, and feel a lot better if they follow his sane ideas about diet and exercise. Publication date is May 20th.

 On May 13 we are publishing also a book we have recently contracted for: the new book by MAJOR ANGAS who wrote *The Coming American Boom*. MAJOR ANGAS is convinced not only that a stock market boom is here, but that it is so near to us, and so large, that most Americans can't see it because they are so close to it. The title of this new book is *The Bull Market Is Here*. No. Book is wrong. It is a pamphlet (like *Inflation Ahead* and *The Coming American Boom*) but a little larger in size and with more pages. Price \$1.50.

 *Reminder*: As announced in last week's Inner Sanctum column, *American Messiahs* by THE UNOFFICIAL OBSERVER (author of *The New Dealers*) will be published on May 25th. Price \$2.00.

 About the forthcoming DURANT book, *The Story of Civilization; Our Oriental Heritage*: In getting advance orders from customers, bear in mind that you are selling them ONE VOLUME only. The other volumes in the series will be published at intervals four years apart. Do not confuse your customers by allowing them to think they have to buy a \$25.00 set. *The Story of Civilization; Our Oriental Heritage* is a complete volume by itself. Each succeeding volume in the series (as it appears in four year intervals) will also be a complete volume by itself. Possibly in 1955 the series can be sold complete, boxed. But not until then!

—ESSANDESS.



A service rather than a book

The "A.B.C." is a fact-finding tool such as every large library, rare book dealer, or collector would wish to compile if it were not thus produced by joint enterprise. The series provides a record of book values openly arrived at, points to new collecting interests and through succeeding volumes provides a clear picture of price tendencies and of the sales history of individual volumes. In the new volume 70 sales are indexed, among others the Terry and Bixby sales, and much Americana.

In order that such a work may be produced, an experienced editor, Mary Houston Warren, with two assistants in a roomful of specialized reference books, must devote a full year to verifying facts and scanning proofs, in order that the accuracy of the book may be unimpeachable.

Limited edition

\$20

R. R. BOWKER CO.

NEW YORK

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DELIBERATELY...

● A WILDERNESS inhabited only by convicts and their masters—that was Australia even within the memory of men still living. The prison camps, the flogging posts, the vast and terrifying bush where a cutthroat might hide himself for years, if he escaped: these are the setting for a drama of unprecedented scope and violence, the conflict of a young and sensitive man gradually brutalized by a continent built on sheep and on man's cruelty to man. This first novel is absolutely unprecedented in our experience as it will, we believe, be in yours.



JUNE 13, 512 PAGES, \$2.50

Landtakers

a novel by Brian Penton

Allene Corliss

Daughter to Diana

● THE DAUGHTER of a beautiful mother found life difficult. Bound to win a big, sympathetic audience. (June 6, \$2.00)

headed
for summer
popularity!

Sophie Kerr

Miss J. Looks On

● THE STORY of a family: of the rise to power and the disgrace of a great banker, and of two women who loved him. "A stunning piece of work," writes *Margaret Deland*, "it will be a best-seller even before it gets on the market."

(May 27, \$2.00)

David Frome

Mr. Pinkerton Grows a Beard

● THAT LOVABLE, rabbitish, Welsh and whimsically conceived Mr. Evan Pinkerton, gifted amateur sleuth, in a new mystery adventure. Illustrated by Ed. Calman. (June 20, \$2.)

FARRAR & RINEHART, 232 MADISON AVE., N. Y. C.

**The most absorbing
and comprehensive
history of our world**

By HARRY ELMER BARNES

*Outstanding American Historian,
Writer, Teacher, and Journalist*

Since H. G. Wells wrote his famous "Outline of History," there has been a vast change of opinion among progressive modern scholars as to the proper writing of history. There has developed the "new history," which today has definitely and conclusively superseded the old. The "new history" treats not only of events in chronological order, of wars, political intrigue and the death of rulers. It is based upon a broad perspective in time and space; it is history grounded in biology, anthropology, sociology, archaeology. It tells of the growth of knowledge, institutions, and culture, and the progress of economic, social and artistic life.

This book, conspicuously an example of the "new history" aims to tell the whole story of human development. The subject is colossal, the writing lucid and straightforward, and the interpretation, based upon no preconceived notions of social evolution, is a vital reading experience.

The History of Western Civilization

49 specialists in history and the allied fields have given their critical advice and praise to THE HISTORY OF WESTERN CIVILIZATION.

June 13. Two volumes, \$10.00 (?)

HARCOURT, BRACE AND COMPANY
383 Madison Avenue : : New York

THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

MAY 11, 1935

Informal Book Talks Before Clubs

One of the Best Ways to Stimulate Business

THELMA BROWNE ZIEMER

The Ziemers, Books, Seabright, California

(Formerly The Sunnyside Bookshop, Santa Cruz, Calif.)

WE HAVE FOUND in our city of twenty thousand that one of the best ways for the bookseller to stimulate business, either in book sales or in library rentals, is to give informal book talks at men's and women's clubs. I say informal, meaning not that you are just chatting with a group; you are addressing, for half an hour or more, the members of a club, at a regular meeting. But your talk is not so formal as that of a visiting author, for instance. In the small cities, particularly, the various Service Clubs and luncheon clubs are always anxious to obtain speakers for their programs, and after you have appeared before one of them you will find that you will be asked repeatedly to give book talks before other clubs.

In most small cities there are quite the same clubs as in our city. Among the men, there are the Rotary, Lions, Exchange, Kiwanis, and perhaps a few local service groups. Among the women there are the Business and Professional Women's Club, the Soroptimists, the Women's Clubs, several Parent-Teacher organizations, a Literary Luncheon Club and others. I stress the Service Clubs because they embrace all the prominent business and professional men and women of the town. These are the prospects you want to reach.

Obviously, the most logical person to give book talks in the small city is the bookseller, particularly if his shop has an atmosphere more literary than commercial. And this is one of your best methods of advertising not only your books, but your own knowledge, and the literary character

of your shop. Such informal talks keep your name before the public, as there are always newspaper accounts of these programs. They inspire, in the public, confidence in your judgment. And they establish you, the bookseller, as a staunch supporter of the cultural life of the community.

Possibly you are a member of one of the clubs. If so, you certainly can ask your program chairman if the club would care to have you give a book talk some time. If you are not a member, you undoubtedly know someone who is whom you can ask.

When you do give such a talk, be sure to arrange a window display tie-up, using some of the posters sent out by the publishers and such signs as "LET US HELP YOU PLAN A READING COURSE" and "BOOK INFORMATION SERVICE HERE" which the National Association of Book Publishers will send you. In your window feature the books which you have discussed, with a small sign reading "These are the books recently reviewed at the _____ Club." Don't be afraid that you are drumming up business for the public library. If your library has felt the depression as most have, it probably has one copy of each of the books you recommend—with a waiting list of thirty or forty people.

You can suggest, ever so subtly, that the books you are mentioning are worth owning as they will bear re-reading. Do not give a detailed review of any book. That would ruin the chances of selling it. Speak of the qualities that make it fascinating—in a novel, the manner of the telling; in non-

fiction, particularly in a book presenting theories and practices, stress clarity and logic. Arouse curiosity, but do not satisfy it. Also treat books in connection with each other and show the particular qualities which distinguish one from the other. In discussing books on economics, you will be wise to combine the conservative with the radical, for the policy of most Service Clubs is to be non-partisan in politics. You can easily present the views of opposing authors without revealing your own attitude.

In talking to Service Clubs, remember that very few of these people, particularly in the smaller cities, are intellectual. They are merely successful business or professional men and women, and none of them knows a tenth as much about literature as you do. That assurance should add to your confidence in yourself. In your talk do not be too intellectual, even though you speak on only essentially worth-while books. Popularize your subject, using a simple vocabulary. If you can connect your talk with something that is going on locally, or with some particular interest of the club, do so. In any case, it will be best to emphasize the relation of literature to everyday life.

Be sure to choose a subject which interests you and about which you are well informed. If you have chosen some general theory for your subject, discuss it in detail with someone in the shop. You will find that this will help you to formulate your ideas and, once having discussed the subject, it will not be so difficult to remember the points you wish to make when you give your talk at the club meeting. I always write out my talks, not in the form of a lecture, but in essay form. Then I make a brief outline which I type on a small card and take with me. Just before going to the meeting I re-read the essay which serves to refresh my mind as to all the details. When the time comes to give the talk I have only the outline to guide me in the sequence of presentation of the subject, and the rest is given in conversational fashion.

One of the most important requisites of giving talks before audiences is to think straight. A talk, like an article or an essay, must be built up in logical order.

As a help I give below the outline of a talk which I gave before two audiences. The subject was the controversy over proletarian

propaganda and ivory tower literature, and since the audiences were hardly aware of this controversy which has occupied so much space in our literary journals, it was necessary to talk in very general terms and to relate the issue to everyday life.

I. INTRODUCTION:

- A. Sociological trends determine best sellers.
- B. Examples:

1. Escape novels during the early years of the depression.
2. Popularized economics during the past two years.
3. The proletarian novels and cross-section novels of today as result of an altered social philosophy, the tendency to throw emphasis not on individual but on society conceived as an organism.

II. STATEMENT OF THEME: Should the novel depict life faithfully or should it be art for art's sake?

III. BODY OF TALK:

- A. The Thornton Wilder-Michael Gold controversy.
- B. Our best modern critics have gone "left."
- C. John Dos Passos as an example of the real proletarian novelist.
- D. The proletarian novels of the past year. (Mentioned eight.)
- E. The other side—statement of art for art's sake theory in literature.
- F. Examples of escape or ivory tower novels.
- G. Contrast of the two types in general terms.

IV. GENERAL DISCUSSION OF PURPOSE OF LITERATURE.

V. CONCLUSION: The place of literature in our changing world.

When giving a talk which includes so many books as the talk outlined above, it is a good idea to list the titles and authors on small cards and to put one at each place at the luncheon table. The listeners can mark the books which interest them; this will help make sales or gain rentals.

A Few Suggestions for Book Talks

I. TRAVEL AND EXPLORATION:

Asia and Africa—

Sven Hedin: "Conquest of Tibet"—*Dutton*Henning Haslund: "Tents in Mongolia"—*Dutton*William Seabrook: "The White Monk of Timbuctoo"—*Harcourt, Brace*

The Sea—

Nordhoff and Hall: "Mutiny on the Bounty"—*Little, Brown*Nordhoff and Hall: "Men Against the Sea"—*Little, Brown*Nordhoff and Hall: "Pitcairn's Island"—*Little, Brown*

II. CURRENT ECONOMICS:

World—

Bertrand Russell: "Freedom vs. Organization"—*Norton*John Strachey: "The Coming Struggle for Power"—*Covici, Friede*John Strachey: "The Nature of Capitalist Crisis"—*Covici, Friede*G. D. H. Cole: "A Guide Through World Chaos"—*Knopf*

America—

Lewis Corey: "Decline of American Capitalism"—*Covici, Friede*Herbert Hoover: "Challenge to Liberty"—*Scribner*Charles A. Beard: "Open Door at Home"—*Macmillan*

III. CONSUMERS' RESEARCH BOOKS:

J. B. Matthews and R. E. Shallcross: "Partners in Plunder"—*Covici, Friede*M. C. Phillips: "Skin Deep"—*Vanguard*Kallet and Schlink: "100,000,000 Guinea Pigs"—*Vanguard*

IV. POPULAR NOVELS:

Pearl Buck: "A House Divided"—*Reynal & Hitchcock*Thornton Wilder: "Heaven's My Destination"—*Harper*Franz Werfel: "The Forty Days of Musa Dagh"—*Viking*Alfred Neumann: "Another Caesar"—*Knopf*

Speaking of Mr. Chips—

*There Are a Number of Little Books That Sell Themselves,
Year After Year*

ELISE NOYES

The Stamford Bookstore, Stamford, Conn.

IT IS TOO SOON to be sure, of course, but it rather looks as though "Mr. Chips" would prove to have joined the small company of perennial plus-sellers. These are little books—most of them made their initial appearance as short stories in magazines. They vary greatly in subject and in literary value, but they have in common some strong universal human appeal that lasts. And for the bookseller this means that he can safely reorder them every time the salesman calls, and leave them lying on the counter where they will inevitably sell themselves. This is especially true today, when customers want a sure thing, want it for a modest price and are grateful to the bookseller who supplies it. Moreover, they are sales with which the cir-

culating library does not compete, for they are books people like to own and re-read and lend.

Any attempt to list the books included in this category will be incomplete, for many a bookseller has his own local pet that he can keep selling on his own enthusiastic endorsement. But the names of a few sure-fire items may be a helpful reminder of books overlooked in the rush of novelties. They are all too well known to need any description. Probably the oldest and surest of the lot is Mary R. S. Andrews' "The Perfect Tribute." This came out in 1906, and only the publishers know how many thousands have been sold. Mrs. Andrews has written half-a-dozen others that are good, but she

never hit the bull's-eye as squarely as she did in this one appealing little story of Lincoln.

Two years after "The Perfect Tribute" came Robert Herrick's "The Master of the Inn." Talk about your literature of escape—this is the real thing, and never more saleable than today. Read it again yourself, and see if it does not hold the same charm, the same promise of peace. There is a Henry James story, "The Great Good Place," that is its worthy companion. One wonders just why it has never been reprinted in similar format?

The third indispensable book on this list is Irvin Cobb's "Speaking of Operations" (Doran, 1915). In the twenty years since it appeared, there have been several other highly humorous little books on hospital experiences, but none of them has surpassed or really approached this masterpiece. If you think it is old stuff, just read it over. There forever enshrined is the brief perfect description of the hospital smell which twenty years of much publicized scientific advance have done nothing to alter.

Another old treasure—even the Cumulative doesn't say how old—is Julian Street's "The Need of Change." Dodd Mead calls the latest edition the Silver Jubilee one, which is something of a clue. Here again is an inspired account of an experience universal in the imagination, if not in the careers of most of us, and how deliciously funny it is!

The Old Guard

These are the old guard of the list—and is it not safe to say that none of us restock them as often as we should, and that all of us ought to be able to sell them all the time?

The *Atlantic Monthly* has seen the first appearance of sundry little light essays that belong among the hardy perennials. The ones by the Warners—"Groups & Couples," "Life's Minor Collisions," "The Unintentional Charm of Men," "To The People We Like"—all are good safe bets. For some reason, the equally pleasant ones by Ralph Bergengren—"The Perfect Gentleman" and "The Comforts of Home"—seem to have gone out of print.

Out of print also, and to be found constantly in the Books Wanted column of

the *Publishers' Weekly*, are Margaret Prescott Montague's "England to America," a poignant little war story, and V. M. Church's "Teachers Are People," clever free verse about the trials and rewards of her job. This last was originally published in very informal fashion in California, and sold so widely that it was afterwards reissued more substantially.

There are a few titles, too, that have had very big sales but that seem to have dropped out of demand for good, among them Chic Sales' "The Specialist," Will Rogers' "Ether and Me," and the various pasquinades recently published on the Depression and political events.

Recent Titles

And there are a few recent titles that ought to make the grade along with "Mr. Chips." Two of these are Clarence Day's "God and My Father," and Mary Roberts Rinehart's "Mr. Cohen Takes a Walk." Mr. Morley and others would include Logan Pearsall Smith's various "Trivia," but clever as they are, they lack a certain necessary earthiness.

No list like this can omit a few of the seasonal items. Henry Van Dyke's "First Christmas Tree" and "The Other Wise Man," and Kate Douglas Wiggin's "Bird's Christmas Carol" are as sure to be needed at December as "The Christmas Carol" and "The Night Before Christmas."

But in this article we are trying to keep to a year-round perennial list, of books warranted to sell within thirty days of being displayed. For that is the real point—putting them in the shelf in the proper classification is tidy and systematic, but letting them lie around casual-like on the tables and counters where the customer can't miss seeing them, and where it is so easy and natural to call attention to them—that's what does the trick. And isn't that, after all, the bookseller's idea of the Perfect Book?

As one reviews this very heterogeneous list, this quality of sell-itself-ness seems to be the one thing these little books have in common. At least half the time they will be plus sales—one more volume to tuck in with the books that have already been bought "by intention."



Left to right: Josephine W. Johnson, winner of the fiction prize; Douglas Southall Freeman, winner of the biography prize, and Audrey Wurdemann, winner of the poetry prize

Pulitzer Prizes Announced

Two 24-Year-Old Writers Among Those Honored

AWARDS OF THE Pulitzer Prizes for 1935 were announced on May 6th by Nicholas Murray Butler, president of Columbia University, at the annual dinner of the Columbia School of Journalism. The announcement was unique in that absolute secrecy was preserved up to the time of the actual announcement. Not even the winners knew of the awards until telegrams were dispatched to them from the dinner.

Josephine Winslow Johnson was awarded the \$1,000 prize for "the best novel published during the year by an American author" for her first novel "Now in November," published by Simon & Schuster.

Douglas Southall Freeman received the \$1,000 prize for the "best American biography teaching patriotic and unselfish services to the people, illustrated by an eminent example," for his monumental four-volume work "R. E. Lee: A Biography" published by Charles Scribner's Sons. David S. Muzzey received honorable mention for his "James G. Blaine" (Dodd, Mead).

Audrey Wurdemann, wife of Joseph Auslander, received the \$1,000 award for "the best volume of verse published during the year by an American author," for "Bright Ambush," published by the John Day Company.

Zoë Akins was awarded the \$1,000 prize for "the original American play, performed in New York, which shall best represent the educational value and power of the stage" for "The Old Maid," a dramatization of a novel of the same name by Edith Wharton. "The Old Maid" is published by D. Appleton-Century Company.

Charles McLean Andrews received the \$1,000 prize for "the best book of the year upon the history of the United States" for "The Colonial Period of American History," Vol. I, published by Yale University Press.

An unusual feature of the awards is that two of the winners, Josephine Johnson and Audrey Wurdemann, are only 24 years old. Miss Johnson's novel was published last September, immediately receiving enthusiastic reviews. It went into its fourth printing two weeks after publication. Up to the announcement of the award about 11,500 copies had been sold. Miss Johnson lives in St. Louis, Missouri.

Miss Wurdemann showed an early ability to write verse. At the age of 14 she became the protégée of George Sterling and while she was still in her 'teens she published her first volume of poetry "The House of Silk." "Bright Ambush" has been highly praised by leading poets here and abroad. Miss Wurde-

mann is at present in Seattle, where her family lives.

"R. E. Lee" by Douglas Southall Freeman, has appeared on best seller lists almost continually since its publication, in spite of the fact that it was issued in two groups of two volumes, each set selling for \$7.50. Both sets are now in their third large printing. Mr. Freeman, editor of the *Richmond News Leader*, spent 20 years in the preparation of the work, making use of every possible source of material on Lee.

Charles McLean Andrews, who was Farnam Professor of History at Yale from 1910 until his retirement in 1931, is recognized as one of the leading authorities on the history of the American Colonies.

"The Old Maid" opened on Broadway on January 7th of this year with Judith Ander-

son and Helen Menken as co-stars. In spite of mixed reviews it settled down to a steady run and is still playing. Miss Akins is the author of "Déclassé," and "The Greeks Had a Word for It."

Because of premature publication of the names of winners in the past the committee this year adopted a policy of strict secrecy until the announcement. No printed releases were distributed until after the dinner. Nine juries presented to the Advisory Board of the Pulitzer School of Journalism at Columbia University their recommendations for awards in literature and journalism, submitting lists of eligible winners without stating their preferences. This was also a new departure, adopted because of friction in the past between the juries and the advisory board.

Easter Display Awards Made

THE JUDGES in the Easter window contest organized by the Religious Publishers' Group report that they found it difficult to make a decision, as so many of the entries were excellent, but after long deliberation they awarded prizes as follows:

First prize, \$75, to Morris Sanford Co., Cedar Rapids, Iowa

Second prize, \$50, to Fowler, Dick & Walker, Binghamton, N. Y.

Third prize, \$25, to Remington Putnam Book Co., Baltimore, Md.

Fourth prize, \$10, to American Baptist Publication Society, Boston, Mass.

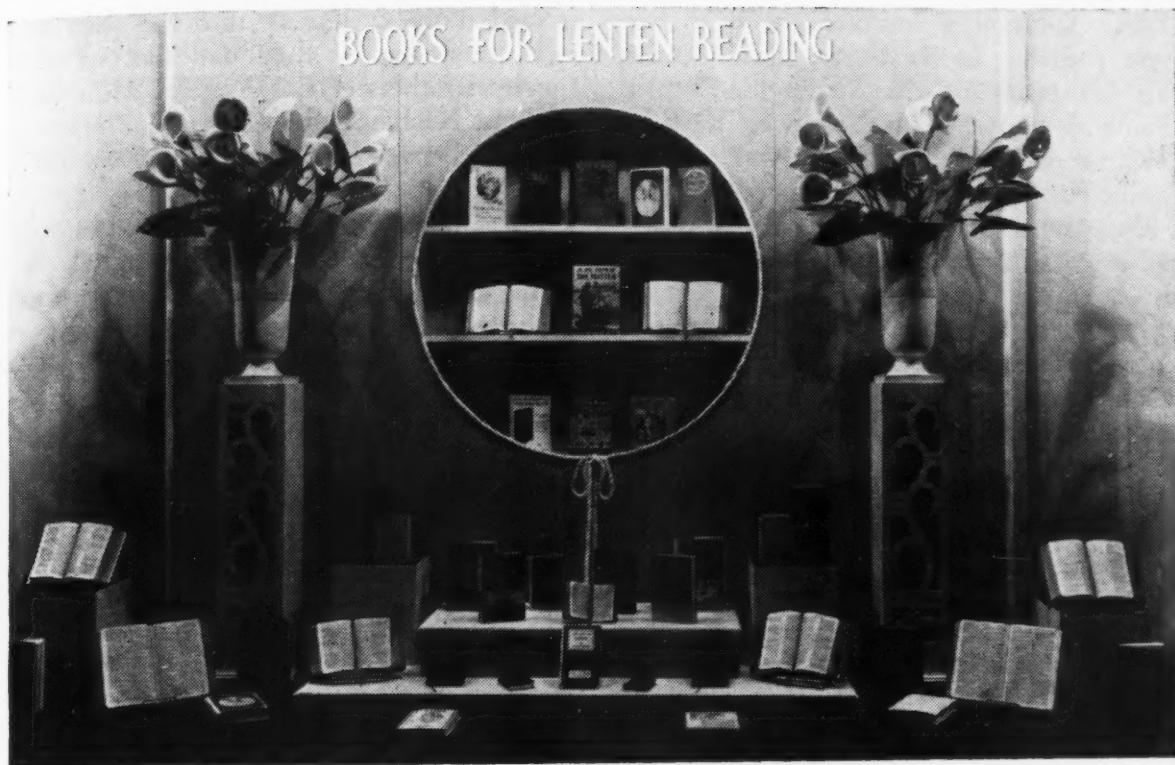
Honorable mention was given to three stores: Methodist Book Concern, New York; Gardenside Bookshop, Boston, Mass.; Methodist Publishing House Bookstore, Richmond, Va.

The judges were Francis Ludlow, editor of *The Retail Bookseller*; Carl Percy, Carl Percy, Inc., and Frederic G. Melcher, editor of *The Publishers' Weekly*. Their decisions were announced at a conference of religious publishers in the offices of the National Association of Book Publishers on May 2nd. At this meeting Arthur F. Stevens, executive manager of the Abingdon Press, was elected chairman of the group, succeeding Eugene Exman, Harper & Brothers.

Lois E. Metcalf arranged the Morris Sanford Co. window which carried off highest honors in the contest. The Gothic arch background was of purple Corobuff mounted on beaver board, with three purple pedestals topped with silver at each side. The center steps were draped with white satin, and the window signs combined purple with white and silver. The two religious plaques were hand-carvings of black walnut. Mr. Sanford reports that the window sold books.

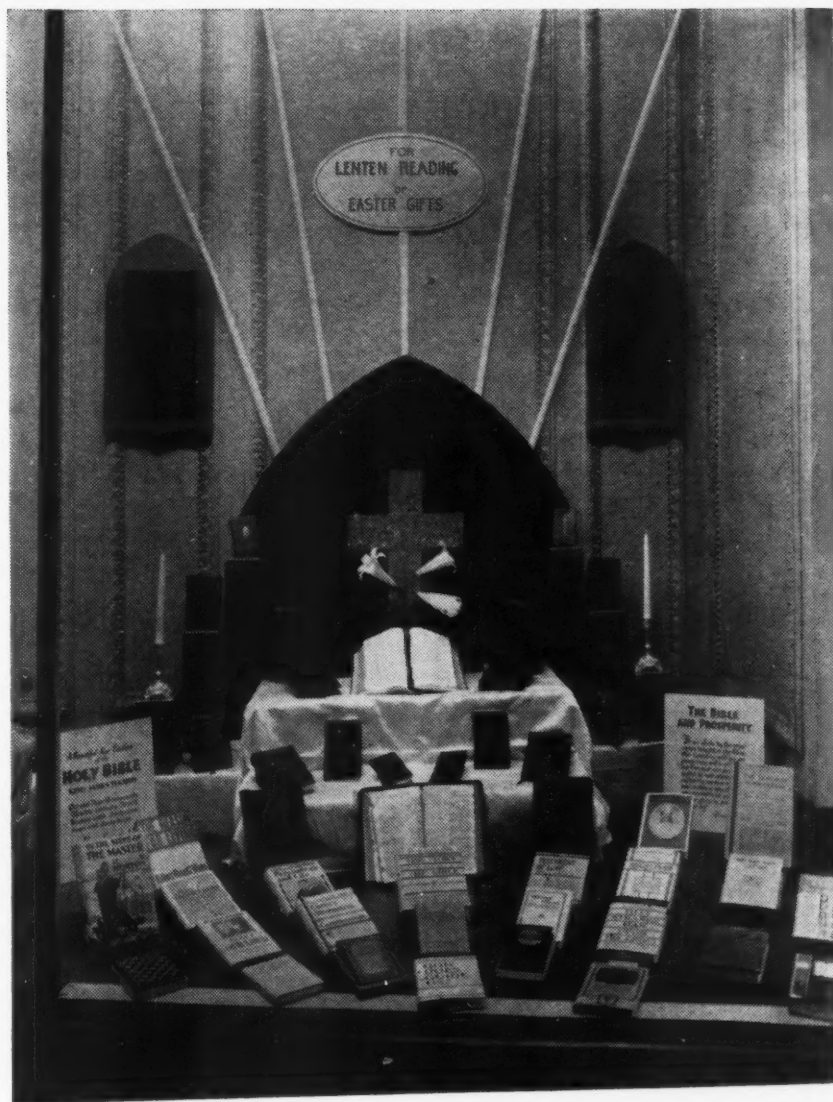
The same report of tangible benefits from the Easter windows in the form of increased sales of religious books and Bibles came from almost every one of the 29 stores entering the contest.

Fowler, Dick and Walker's window was put in by B. J. Alexander, their display manager. This store made a special effort to interest the clergymen of Binghamton in their Easter exhibit and said that there were many favorable comments on the window, and the titles included sold particularly well during the week of the display. Orchid and white was the color scheme Mr. Alexander chose. The "Books for Lenten Reading" sign was made up of cut-out letters painted white, and the background of the circular recess and of the whole window was made of an orchid ribbed material. The shelves were white, also the side pedestals and urns.



Right: First prize in the Easter window display contest went to this window arranged by Lois E. Metcalf for the Morris Sanford Co. in Cedar Rapids, Iowa. The background and pedestals were purple and the center steps were draped in white satin

Above: Second prize went to the display arranged by B. J. Alexander for Fowler, Dick and Walker in Binghamton, N. Y. The color scheme was orchid and white



Gene Simmonds consulted each of the larger churches in Baltimore, in connection with her plans for the Remington-Putnam window. She says, "The clergy were most co-operative when I explained it was to be a dignified and reverent arrangement designed to bring the message and meaning of Easter to the man in the street who might otherwise have no glimpse of the beauty of our churches at Easter. As a result they gave generously of their time, advice and altar ornaments and asked their guilds to help. The Enoch Pratt Free Library lent the boxes to form the altar.

"Two out of three customers asked to see the titles shown in the window and commented on the display, our interest in religious books and the great satisfaction experienced in finding the best of every line in stock. It was great fun, good business and we only wish we had a bigger window."

The Gardenside Bookshop, Boston, which received honorable mention in the contest, reported that their religious display had at-

tracted more customers into the shop than any other display they had had in years. Fowler Brothers of Los Angeles, Mills' Book Store in Nashville, and Burrows Brothers in Cleveland made similar reports of special interest shown in their windows.

The Publishers' Weekly has noted in going over these letters from dealers in all parts of the country, many of them from general bookstores not specializing in religious literature, a recurring emphasis on the fact that their displays brought in new customers, indicating that many people had not realized before that the shop carried well-rounded stocks of religious books, Bibles and prayer-books. There have been many evidences in the past year of a revival of interest in religion in America, and these letters show that there is a public for religious books which many bookstores have not been reaching.

William Krause, Oxford University Press, acted as Chairman of the Committee which organized the Easter Contest.

U. S. Book Exports Drop 76%

IN THE FOUR YEARS between 1929 and 1933 book exports from the United States to the rest of the world dropped from \$13,607,484 to \$3,275,414. This means that the book-trade has lost 76 per cent of its foreign market, and more than \$10,000,000 a year income, inasmuch as book exports for 1934 are estimated as approximately equal to those for 1933.

By far the greater part of the exports and therefore of the loss in exports has been to the British Empire. Exports to the United Kingdom and its colonies in 1929 amounted to \$10,679,869. By 1933 they had dropped exactly 80 per cent to \$2,144,446. This loss of \$8,535,423 amounts to 82.5 per cent of the total difference in value of book exports between 1929 and 1933. Whether this is due to the depression or to the increase in nationalistic feeling exemplified by the "Buy British" campaign it is difficult to state.

These figures are taken from an analysis of the reports of the Bureau of Foreign and Domestic Commerce of the U. S. Department of Commerce for the two years in question. The 1933 volume has just been released by the Government.

Of the 55 countries to which the United States exported books of a value of \$5,000 or more in either of the two years, only three showed an increase in 1933 over 1929. Exports to the Virgin Islands rose from \$1,055 in 1929 to \$6,002 in 1933, a gain of 469 per cent. Exports to Palestine rose 84 per cent from \$5,188 in 1929 to \$9,548 in 1933, while exports to Syria rose 80 per cent from \$3,165 in 1929 to \$5,684 in 1933.

52 Countries Show Decrease

These gains, however, are insignificant in comparison with the losses shown by the 52 remaining countries, exports to which dropped anywhere from 38 per cent to 95 per cent.

In the year 1929 Canada imported from the United States books to the value of \$7,018,894. In 1933 exports of books to the same country amounted to \$1,305,917, a drop of 81 per cent. This was the largest loss from the point of view of total value. The second largest drop came in exports to the United Kingdom, which were \$2,732,790 in 1929 and only \$654,726 in 1933, a decrease of 76 per cent. The Philippines took \$1,027,938

of books in 1929 and only \$520,345 in 1933, a loss of 49 per cent. Book exports to Australia in 1929 were \$528,088 as compared with a mere \$63,925 in 1933, a loss of 88 per cent. Exports to China dropped 78 per cent from \$253,143 to \$55,221; exports to Japan were off 71 per cent from \$259,180 to \$74,955; exports to New Zealand showed a 95 per cent decrease from \$159,391 to \$8,123, and exports to Brazil dropped 53 per cent from \$196,170 to \$91,217. These eight countries each showed a decrease in book imports from the United States of more than \$100,000, while the decrease in five of these instances was greater than \$450,000.

The average decrease in the value of book exports to the principal European countries over the four years was 71 per cent. The average decrease to Central American countries, including Mexico, was 66 per cent. The average decrease to South American countries was 69.5 per cent. The average decrease to Asiatic countries was 61 per cent.

Book exports to Continental Europe play a very small part in American book business. Exports to 16 principal European countries in 1929 amounted to only \$398,031, as compared with \$196,170 to Brazil alone; \$193,765 to Argentina, \$253,143 to China, \$259,180 to Japan, and \$117,455 to Cuba. In 1933 the total to the same 16 European countries amounted to only \$97,310, as compared with \$95,491 to Argentina, \$91,271 to Brazil, \$55,221 to China, and \$74,955 to Japan.

Book exports dropped more rapidly than the total of all exports of merchandise from the country. In 1929 the United States exported \$5,240,995,000 worth of merchandise of all kinds. By 1933 the total had dropped to \$1,674,994,000, or a decrease of 68 per cent as compared with the booktrade's decrease of 76 per cent.

Imports Drop 63%

Imports, during the same period, showed a drop of 63 per cent, but comparisons are unfair, since the classification for books imported are different from those for books exported. The following statistics apply to the total figures for imports, including books and pamphlets in foreign languages; books, maps and music 20 years old; other duty-

free books and papers, and dutiable books and printed matter.

Imports of books and printed matter amounting to \$5,000 or more were made from 28 different countries in 1929; in 1933 the number had dropped to 21. Total imports in 1929 were \$12,931,390, as compared with \$4,804,167 in 1933. Out of the 31 countries from which more than \$5,000 worth of printed material was imported in either of the two years, 26 showed decreases of from 31 per cent to 95 per cent, while 5 showed increases ranging from 31 per cent to 4076 per cent. (This latter figure indicates the difference between \$720 worth of material imported from Peru in 1929 and \$30,070 worth imported in 1933).

Imports from England off 69%

Imports from the United Kingdom decreased 69 per cent from \$8,080,669 in 1929 to \$2,507,075 in 1933. In both years the greatest amount of importing was done from the United Kingdom. Imports from Germany, second largest in both years, dropped 50 per cent from \$1,681,935 in 1929 to \$826,897 in 1933. In 1929 Canada furnished the third largest amount, \$905,720, but imports from that country dropped 72 per cent to \$250,627 in 1933, when the third largest imports came from France, a total of \$355,275, as compared with a total of \$778,630 in 1929.

Imports from Japan were \$253,883 in 1929 and \$174,083 in 1933; from Belgium, \$176,840 in 1929 and \$102,979 in 1933; from Czechoslovakia, \$159,521 in 1929 and \$70,194 in 1933; from Italy, \$207,470 in 1929 and \$86,378 in 1933; from The Netherlands, \$131,415 in 1929 and \$85,753 in 1933.

Soviet Russia increased its book imports from the United States from \$18,447 in 1929 to \$42,097 in 1933, and Argentina increased its imports from \$1,977 to \$9,289 over the same period.

Imports of books were off slightly less than were total imports into the country. In 1929 the United States imported merchandise of all kinds to the value of \$4,399,361,000. In 1933 the figure was \$1,449,559,000 or a drop of 67% as compared with the drop of 63% in book imports.

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May 11, 1935

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

The Pulitzer Awards

ARE LITERARY AWARDS a help or an irritant to publishing and authorship? Sometimes



they seem primarily the latter when the judges disagree among themselves or the public disagrees with the judges, but the stimulating effect of the important awards on the fortunes of authors is indisputable, and announce-

ments such as the Nobel Prize or the Pulitzer Awards are front page news.

This year the Columbia School of Journalism, which awards the Pulitzer Prizes, took great pains that no advance information should get into the press as it did last year, but in spite of this Walter Winchell, who broke the news of the play announcement in advance last year, suggested in his broadcast of last Sunday night that there were indications that the award for drama was likely to fall to Zoë Akins' "The Old Maid," and it so happened. Last year the jury had favored "Mary of Scotland," but

the final decision of the trustees gave the award to Sidney Kingsley's "Men in White."

It was in 1926 that Sinclair Lewis received the award for "Arrowsmith" and refused to accept the prize on the ground that his book could not possibly have been considered under the phrasing of the Pulitzer will, which had provided that the prize should go to "the best novel presenting wholesome American life and manners." Since that time the wording of the award has been changed to read "the best novel preferably dealing with American life." This clause has always caused considerable difficulty to the jurors. It has also to be remembered that the play award is conditioned by the phrase "which shall best represent the educational value and power of the stage, preferably dealing with American life," and biography is conditioned by the phrase "teaching patriotic services to the people."

After all these difficulties are reviewed, however, there is increasing evidence of the effects of these famous awards. The attention of the reading public is immediately caught by the announcements, with immediate increase of sales not only of the books involved but also other volumes of the same authors. In the field of biography there have been such great books as "The Education of Henry Adams," Beveridge's "The Life of John Marshall," "The Life and Letters of Walter H. Page," Pupin's "From Immigrant to Inventor," Cushing's "Life of Sir William Osler" Tyler Dennett's "John Hay," giving evidence that the laurels have been placed on worthy brows. The awards for historical books have made wider audiences for such significant books as Adams' "The Founding of New England," Paxton's "A History of the American Frontier," Parrington's "Main Currents in American Thought," Van Tyne's "The War of Independence," to mention but a few.

The list of Pulitzer plays is very distinguished. Though in 1917 and 1919 no plays were found worthy and in 1918 the prize was awarded to an almost forgotten play, "Why Marry?" since that time announcements of the awarding of the prize to plays has helped to refill the theaters for such good plays as O'Neill's "Beyond the Horizon" and "Anna Christie," Kelly's "Craig's Wife," Rice's "Street Scene," Connelly's "The Green Pastures" and Kaufman, Ryskind and Gershwin's "Of Thee I Sing."

Poetry awards went to Edwin Arlington Robinson three times and twice to Robert Frost, neither of whom thus found unexpected honor though they may have found new audiences. On the poetry list, also, have been Benét's "John Brown's Body," "The Selected Poems of Conrad Aiken," Edna Millay, Amy Lowell and Archibald MacLeish.

Probably the bookstores feel more immediate results from the awards to novels, and the trade has had little reason to be disappointed in the novels which have come to the front. To be sure, in two of the first four years of the award the judges found no suitable novel, but since then the list of novelists is distinguished and many of the books will be read and reread in years to come, including Tarkington's "The Magnificent Ambersons," Wharton's "The Age of Innocence," Cather's "One of Ours," Lewis's "Arrowsmith," Bromfield's "Early Autumn," Wilder's "The Bridge of San Luis Rey," Pearl Buck's "The Good Earth," Stribling's "The Store." Such choices reflect high credit on the technique of selection. This year's choice, "Now in November" by Josephine W. Johnson, will find a sure place in such a list.

Mr. Pulitzer's gifts were intended "to supply special incentive to American genius." It is inevitable that there should be questioning and disagreements but, let criticism fall where it may, the total record of Pulitzer awards justifies the trustees in their methods.

Cutting—Foe of Censors

BRONSON CUTTING, Senator from New Mexico, who was killed in an airplane accident on May 6th, will be remembered in the Trade and among all who are interested in the preservation of freedom of speech for his able and effective remonstrance in 1929 against the amendment to the Tariff Act which made the censorship of imported literature all too easy for the Customs authorities. Senator Smoot, aroused by a complaint against "Lady Chatterley's Lover," had proposed an amendment to the Tariff Act which would have given more arbitrary powers to government officials. After a stormy debate, which lasted nearly twelve hours, the Senate adopted an amendment which put the final decision in the hands of the federal courts rather than with Custom employees. In the course of the discussion Senator Cutting brought to public attention

the ridiculously built up list of 739 books which were forbidden entrance into the country.

The story of this debate in the Congressional Record is one of the important documents in the defense of free speech and freedom of the press in America, and the loss of a keen and liberal mind like Senator Cutting from the floor of the Senate is especially to be regretted.

NRA Faces Crisis

A CRUCIAL DECISION is now before the Ways and Means Committee of the House of Representatives on the question of the continuance of the NRA. The booktrade is in favor of continuing the NRA for two years rather than for nine months, but, if this program is to be carried forward, the Ways and Means Committee, their chairman, or the individual members resident in a bookseller's district should hear from the trade at once. The American Booksellers' Association urges every dealer again to wire to Washington in favor of the two years' extension of the NRA.

A list of the members of the Ways and Means Committee, House Office Building, Washington, D. C., follows:

No. Car.
Wash.
New York
Texas
Mass.
Md.
Ky.
Tenn.
Ind.
Ark.
Okla.
Ohio
Calif.
Mo.
Ill.
Pa.
Mich.
Mass.
N. J.
N. Y.
Minn.
N. Y.
Mich.
Ohio
N. Y.

Robert L. Doughton
Samuel B. Hill
Christopher D. Sullivan
Morgan G. Sanders
John W. McCormack
David J. Lewis
Fred M. Vinson
J. Cooper
John W. Boehne, Jr.
Claude A. Fuller
Wesley E. Disney
Arthur P. Lamneck
Frank H. Buck
Richard M. Duncan
Chester Thompson
J. Twing Brooks
John D. Dintell
Allen T. Treadway
Isaac Bachrach
Frank Crowther
Harold Knutson
Daniel A. Reed
Roy D. Woodruff
Thomas A. Jenkins
Thomas H. Cullen

News of the Week

Booksellers Back Price Bill at Open Hearing

AT ONE of the largest public hearings ever held at the New York State Capital, Cedric R. Crowell, chairman of the National Booksellers Code Authority, W. W. Norton, president of the National Association of Book Publishers, Arthur Brentano, Jr., of Brentano's, and Philip Sipser, buyer for Duttons, Inc., appeared in favor of the Feld-Crawford Bill on March 6th. More than 1500 persons attended the hearing. This bill would legalize price maintenance contracts between manufacturers of trademarked goods and retailers.

Governor Lehman gave no indication whether or not he would veto the bill, but it is known that he is opposed to the principle of price fixing.

Proponents of the bill were led by Nicholas S. Gesoalde, chairman of the legislative committee of the New York State Pharmaceutical Association and included besides the booktrade, representatives of drug firms, tobacco and liquor dealers. The opposition, which appeared to be better organized, was led by John C. Watson, president of the New York State Council of Retail Merchants, and included representatives of R. H. Macy & Co., the State Federation of Labor, the Consumers' League and League of Women Voters, and the Retail Dry Goods Association of New York City among others.

Mr. Crowell said in part:

"For years booksellers of New York State and more particularly New York City have been harassed and discriminated against by the predatory price cutting of books by certain New York City department stores. Books have been ideal loss leaders because, first, books are published at a given price which of necessity is widely publicized; second, every copy of a given edition is identical with every other copy in the same edition. Most merchants using loss leaders want the gullible consumer to indulge in the fallacious reasoning that all his merchandise is correspondingly priced below the prices charged elsewhere.

"There is no secret as to the costs of doing a retail book business in department stores. In the *New York Times*, August 16, 1931,

the Merchandise Managers' Division of the National Retail Dry Goods Association is quoted as stating, 'The initial mark-up permitted by publishers is not sufficient to permit an operating profit in practically any of the book sections in department stores throughout the country.' The Controllers' Congress of the National Retail Dry Goods Association in their report for 1932 stated, 'For the past three years the book departments have incurred losses in the typical stores of each of the groups in which the statistical data for the department has been available. Losses in 1930 were approximately 5%, the following year 7½% and for 1932 over 10%.' It should be noted that except in New York a very small fraction of department stores indulge in price cutting of books. It is therefore obvious that if book sections operate at a loss in typical department stores—relatively few of which cut prices the price cutting of books in cut price department stores makes of books loss leaders.

"The Booksellers' Code has resulted in substantially increased sales by non-price cutting booksellers and has given the small book shop new hope. With the Codes in their present state of uncertainty, we believe the Feld-Crawford Bill will continue the elimination of predatory price cutting."

W. W. Norton, president of the National Association of Book Publishers, opened his argument with the statement that the maintenance of fair prices is essential to build up an adequate book distribution system. After referring to the destructive effect on the general booktrade of the use of books as loss-leaders by a few stores, he said: "Publishing depends for its success and continuance on wide markets, on having books on display in many places, where people can examine them and choose the titles that appeal to them most. We cannot get along with only a few outlets concentrated in large cities. In other words, the maintenance of general bookstores is of the utmost importance to us. And also, we believe we may justly say, to the public at large, because of the educational, social and cultural responsibilities of the book industry."

Mr. Norton said that he was confident that the sale of books at publishers' prices in all stores would not increase price levels

in the book business. "On the contrary, it would tend to decrease them since it would strengthen the economic base of bookselling and encourage the establishment of more outlets for books. The wider distribution made possible in this way would enable us to count on larger sales, would reduce unit cost and hence make prices to the consumer lower. Our pricing problems are very closely bound up with the inadequacy and insecurity of the book retailing system.

"Let me stress the essential difference between price fixing and price maintenance in relation to this bill. This bill would not permit producers to organize in such a way as to fix the price at which a given product must be sold by all its producers. This would be price fixing and I would oppose it. This bill does permit a given publisher to control the price of each book he publishes among the eight or nine thousand published each year. Paul H. Douglas, Professor of Economics at the University of Chicago representing the Consumers' Advisory Board of the NRA, told me that his investigations led him to favor price maintenance for such specialty products as books, as he did not feel that such price maintenance was inimical to the interest of the consumer. . . ."

The main trend of the argument of the opposition to the bill was that price maintenance would tend to increase the cost of living.

An indication of the interest in price maintenance legislation is given by *Business Week* in its issue for May 4th in which it discusses a "peace treaty" signed by Macy's in connection with a price war which was centered about the sale of electric refrigerators.

"Oldtimers," says *Business Week*, "who recall the bitterness with which large New York stores have fought stabilized prices on trademarked appliances wonder whether this capitulation by the spearhead store occurred because of an ominous handwriting on the wall.

"The New York State legislature passed S. Int. 398, a bill that legalizes within the state contracts that stipulate resale prices on goods sold under a distinguished trademark. Four states have already passed 'Fair Trade' acts and several others are expected to do so. Perhaps store executives realize that the days of the predatory price-cutters are numbered."

General Johnson to Speak at A. B. A. Banquet

GENERAL HUGH S. JOHNSON will be the main speaker at the annual banquet of the American Booksellers' Convention on May 27th, according to the latest plans announced by A. B. Carhart, chairman of the entertainment committee. Other plans include the appearance of New York State Senator A. Spencer Feld on Monday morning. Senator Feld will discuss his price maintenance bill regardless of whether it is signed by Governor Lehman this week and will also discuss the efforts of other states to protect small retailers by similar measures. Cedric R. Crowell, chairman of the National Booksellers Code Authority, will speak on the activities of the Code Authority during the past year, Lewis B. Traver will outline the activities and new projects of the Joint Board of Publishers and Booksellers, of which he is chairman, and E. S. McCawley, president of the A. B. A., will discuss the movement to clear the shelves of home libraries by donations to institutions.

The social get-together on Sunday evening will be sponsored by the Frederick A. Stokes Company, which will provide entertainment in the form of an illustrated talk by Harry A. Franck about his travels in out-of-the-way places, and a buffet supper. Mr. Franck will show unpublished motion pictures of his travels. Lloyd Douglas will speak on Sunday at 4 P. M., and at 4:30 there will be a party, with refreshments, sponsored by Heydey House.

Mercury Staff on Strike

THE OFFICE STAFF of the *American Mercury*, all members of the Literary Trades Section of the Office Workers' Union, went on strike last week, following the discharge of Edith Lustgarten, who had been with the magazine for 11 years and had been Henry L. Mencken's secretary, and another secretary, and the refusal of their demand for a minimum wage of \$21 a week, the right to two weeks' vacation during the summer and the right to be represented by a shop committee. The new owners of the magazine, Lawrence E. Spivack and Paul Palmer, have announced that they have replaced the entire staff and that the new staff would be granted all the demands of the striking workers except that

of the right to be represented by a shop committee.

Mass picketing in front of the Heckscher Building by fifty sympathizers, including several well-known authors, among them Michael Gold, Jack Conroy, Leane Zugsmith, Meridel Le Seuer, John L. Spivack and Grace Lumpkin, resulted in the arrest of 14 men and 7 women on charges of disorderly conduct. Those arrested were paroled in their own custody for examination this week.

The Office Workers' Union reports that on May 2nd, in response to a letter, Mr. Spivack agreed to meet with a representative committee of the strikers, but that he withdrew his agreement when he found that the committee included Gertrude Lane, executive secretary of the Office Workers' Union. The Union has been in touch with the Regional Labor Board, stating its case and petitioning for a hearing. The hearing was scheduled to be held this week. The Union points out that the discharge of two employees following a request for recognition of the shop committee and a refusal to negotiate with a representative of the Union constituted a clear violation of Section 7a of the N.I.R.A.

Banned Books Displayed

THE EXHIBIT of banned books, which has been gathered for a Junior League exhibit in New York through the energy and interest of Mrs. Sherman P. Haight and Mrs. Maurice T. Moore, has been attracting much interest and aroused considerable discussion. The collection is very broad in its scope and provides a picture of the social history of Europe and America that is worth the thoughtful study of all producers of books as well as students.

There are books on political subjects, religious subjects, books on sex and books whose reason for having been banned would be hard to imagine except by reading the notes accompanying each display. These notes should be preserved in some form for future students of the history of censorship.

Of course, no book has been more frequently subject to banning than the Bible, either the whole or parts of it. The Roman Emperor Justinian objected to parts of it being published; then there was the Tyndale New Testament, which led to Tyndale's death. Confucius and Homer suffered, the latter's work having been suppressed in 35 A. D. by the Emperor Caligula because its

text extolled the Greek ideas of freedom. Holinshed's Chronicle was banned by Elizabeth, who insisted that certain pages be cut out. Shakespeare's "Richard II" was banned by Elizabeth in 1595, because it contained a scene showing the deposition of a sovereign which infuriated her; Raleigh's "History of the World" because it censured a prince. Who would have expected "Robinson Crusoe" to be on a banned list, and yet it was put on the Spanish list *expurgatorius*. Machiavelli's "The Prince" was once banned in Italy, and now it is distributed at public expense; "Don Quixote" was once on the Index until the words "works of charity negligently performed are of no avail" were taken out; "Uncle Tom's Cabin" was banned from Russia in 1843. The exhibit includes several of the books issued in London by Vizetelly, the publisher who fought for the right to issue nineteenth-century French classics in England, including "Mademoiselle de Maupin," and "Madame Bovary." There is, as well, a copy of the extracts from the Bible which George Moore collected for Vizetelly to help him defend his case against the censor. "Queen Mab" by Shelley was banned in 1842 for blasphemy. Tom Paine and Zenger are among the authors banned for political reasons.

"Das Kapital" has been banned in Germany, Italy and China, though it has never been banned in the United States. Some of the books which were in the recent Nazi bonfire are on display, such as Judge Ben Lindsay's "Revolt of Youth," Hemingway's "A Farewell to Arms," "All Quiet on the Western Front," "Das Kapital," books by Trotzky, Alfred Adler and Helen Keller.

In another group are books objected to by the Watch and Ward Society, books like "The Plastic Age," "Elmer Gantry," Bertrand Russell's "What I Believe" and Wells' "The World of William Clissold." Bringing the record up to date are the photographs of Michael Angelo's great murals, which were held up in the Custom House last year and reported to Washington as an obscene photographic book, and the notification to E. Weyhe, the bookseller, is exhibited.

Few countries have been free from the desire to control public print. The story of banned books is a significant if not always creditable chapter in the story of civilization. An exhibit such as this gives little assurance as to the effectiveness of Society in its at-

tempts to prevent freedom of the press. Banning more often than not increases a book's readers, and, when a book is suppressed because of political opinion, the next turn of the wheel may provide free distribution of the very opinions which were formerly suppressed.

Jewish Book Week May 19-25

THE NINTH ANNUAL Jewish Book Week will be observed this year during the week of May 19th to 25th. The sponsors urge cooperation for the observance of the week as a dignified approach to cultural growth through peaceful adventures and better living. They suggest that publishers circularize information listing books of a Jewish character, that bookstores feature such books, and libraries hold exhibits during this period.

"Judaica," a bibliography of books of Jewish interest and significance, is issued by the Boston Public Library at 10 cents a copy. This pamphlet and other information may be secured by writing Miss Fanny Goldstein, Librarian, West End Branch, Boston Public Library.

Rare Book Dealers Listed

THE 1935 EDITION of the "International Directory of Antiquarian Booksellers" has just been published by Straubing & Müller, Publishers, of Weimar, Germany. This handbook contains the names, addresses and special interests of rare book dealers the world over. It is edited by Richard Matthias. Names of stores and of dealers are listed alphabetically, geographically, and by field of interest, making a directory that should be of value to all old and rare booksellers.

Fair Practice in Canada

CANADA HAS BEEN interesting itself in business reform, and following the lead of the NRA has been investigating business methods and corporation controls. Among the suggestions offered by the government's investigating committee is one which includes a frank recognition of the need of more state intervention in business, with the proposal that the Dominion shall create a Federal Trade and Industry Commission with wide powers of law enforcement for the suppression of unfair and unethical practices.

Poetry Week Planned

POETRY WEEK will be celebrated for the ninth year on May 19th to 26th this year, with the opening program on Sunday evening, May 19th, in National Poetry Center, Radio City, when the Golden Scroll, a medal of honor, will be presented by Anita Browne, founder of Poetry Week, to the outstanding poet of the United States.

Travelers Enjoy Field Day

NEARLY 40 MEMBERS and their guests celebrated the Eleventh Annual Field Day of the Associated Book Travelers on May 7th at the Rye Country Club in Harrison, New York. Considering the rain—a most unusual occurrence on a Travelers' Field Day—this was an excellent turnout and a real tribute to those who have worked to maintain this association during these difficult years.

Philadelphia was represented by two of its brightest stars, "Jack" Frazer of the John C. Winston Company and Durant Macrae of Macrae, Smith. Jack seemed a little tired after the whirlwind Culbertson campaign—over 100,000 of the Summary and over 40,000 of the Self-Teacher (free adv., Jack). The best he could do was a 77. It just shows how much depends on condition.

The Travelers' hospitality, long a byword, was never shown to better advantage. Not only did W. E. Larned (Whittlesey House), a newcomer, have a very enjoyable day; he also won a dozen good golf balls. The second box went to "Jack" Frazer. We don't know how much luck had to do with it but we do know that Frazer and Larned had the best scores—77 and 85 respectively.

The Hovendons, *père et fils*, were missed, as was Mr. Gould, but most of the regulars were there: Ed Ziegler and George Sieffert (Doubleday, Doran); Lou Miller (Garden City Pub.), Harold Williams and Joe McConkey (American News Co.); Allan Clinch and Leon Welker (Appleton-Century); Donald Grosset and Ed Patella (Grosset and Dunlap); Hobart Olsen and Walter Hurley (Bobbs-Merrill); Hastings Harcourt, George Amis and Wilbur Goubeaud (Harcourt, Brace); "Pete" Howe and Harry Apeler (Herald Tribune); Louis Levy and Percy Loring, of course, and others who'll have to come out again next year to get into these paragraphs.

Black Biography Award Made

THE JAMES TAIT BLACK Memorial Prize for biography, amounting to about \$1,200, has been awarded to J. E. Neale for his biography "Queen Elizabeth." The prize was established by the widow of James Tait Black, Edinburgh publisher, and is given each year to a work of fiction and a work of biography. Robert Graves was awarded the fiction prize for his novels, "I Claudius" and "Claudius the God."

Fifth Atlantic Novel Contest

THE FIFTH ATLANTIC NOVEL CONTEST, with a prize of \$10,000 for the most interesting unpublished novel submitted before March 1, 1936, has been announced by the Atlantic Monthly Press. One-half the prize represents an outright award, the other half, an advance on royalties. The winning novel will be published by Little, Brown as an Atlantic Monthly Press Publication.

Adult Education Association to Discuss Popular Education

WHETHER BOOKS of popular education shall be written down or written up to the people is the thesis behind the announced panel for one of the sessions of the tenth annual meeting of the American Association for Adult Education to be held at the Hotel Schroeder in Milwaukee from May 20th to 22nd. Lyman Bryson, who discussed popular education in the pages of the *Publishers' Weekly* for April 6, 1935, is to conduct the panel, the subject of which is given as "Vulgarization or Academic Obscurity—Which?" Donald P. Bean, manager of the University of Chicago Press, is a member of the panel, as are Frank F. Hopper of the New York Public Library and Matthew S. Dudgeon, librarian of the Milwaukee Public Library.

Among other subjects of interest to the booktrade will be "The Simplification of Materials for Use in Adult Education." Dr. William S. Gray of the University of Chicago will speak on "The Classification of Reading Materials on the Basis of Difficulty," Dr. Douglas Waples on "The Motivation of Reading," Leon Carnovsky of the University of Chicago on "An Experiment in Student Reading," and Jennie M. Flexner of the New York Public Library on "The Experience of a Readers' Adviser."

Sullys Enter New Field

SULLY BROTHERS of 170 Fifth Avenue have just completed an important contract with the American Book Company under which the latter firm is to manufacture trade editions of some twenty of that company's most widely popular books for which there is a steady trade demand as well as educational interest. These books will be newly printed in trade formats and will have new jackets. The books will be sold at trade discounts. Among these are such omnibus volumes as Halline's "American Plays," a volume of 800 pages and covering the text of seventeen plays of the last hundred and forty years, Cross's "A Book of the Short Story," a volume of sixty-five short stories from many countries. Among other omnibus volumes are "English Romantic Poets," Victorian and Later English Poets" and the important book on music entitled "Discovering Music" by McKinney and Anderson. The recently launched *American Writers Series* containing new selections of the works of great American writers of the eighteenth and nineteenth centuries, a series which has been highly praised for its format. Of the books for young people there are included the well-known *Peter and Polly Series* illustrated in color, the "Happy Hour Stories," "Our Little Friends of Eskimo Land," "The Museum Comes to Life" and the *Robin and Jean Series*. The books will be marketed on a regular trade basis throughout the country by George and Harry Sully.

"Encyclopedia of Book Science"

THE "ENCYCLOPAEDIA OF BOOK SCIENCE" (Lexikon Des Gesamten Buchwesens), which has been in preparation by Karl W. Hiersemann, publisher in Leipzig, has reached the fourth of its twelve installments, thus completing the first volume of the set of three as it will ultimately be bound up. This Encyclopaedia is international in its scope and covers the interests of booksellers, publishers, librarians, book manufacturers, collectors and others. The work has been directed by Joachim Kirchner and Karl Löffler, assisted by thirty-five different specialists. These installments may be obtained through any general German bookstore in the United States or direct from the publisher. This is the first general Encyclopaedia on the subject.



A bookshop run by the Beacon Book Shop, New York, will be housed in the beautiful Palace of Science and Photography at the California Pacific International Exposition shown above

Bookshop Notes

THE BEACON BOOK SHOP, Hotel Roosevelt, New York, will run a bookshop at the California Pacific International Exposition at San Diego from May 29 through November 11. Karl Placht, who owns the Beacon Book Shop, will manage this shop for John Sirigo of La Jolla and San Diego.

The shop will be located in the beautiful Palace of Science and Photography shown above. This building has an exceptionally advantageous setting in the very center of the Exposition.

Mr. Sirigo, aside from being the official photographer at the Exposition, controls the sales end of the various photographic companies such as the Eastman Kodak and foreign firms, and the sale of all reproductions, postcards, etc., and owns the Indian Village, one of the feature sights at the Fair. In addition to the main salesroom, Mr. Sirigo will have fourteen booths throughout the grounds.

Mr. Sirigo is giving Mr. Placht a free hand in developing his bookshop idea. Mr.

Placht will exploit the slogan "Your Home Is Known By The Books You Own," and will specialize in books for the average man. He will carry fiction, but the fiction section will be highly selective. He will feature hobby books, popular books on health, with which he has had such a success in his New York shop, books on gardening, photography, travel, bridge, golf, economics and the questions of the day. He will represent a nearly complete line of Rand McNally globes and atlases.

Many publishers are interested in the venture and are supporting Mr. Placht.

In addition to a general stock of books, Mr. Placht will have special posters and feature displays of certain titles or series by a cooperative arrangement with publishers.

Among those who have taken these special displays are Rand McNally, McGraw-Hill, Whittlesey House, Chas. Scribner's Sons, Macmillan, Vanguard Press, F. A. Stokes Co., Oxford University Press, Doubleday Doran, Funk & Wagnalls, Walter J. Black, Farrar & Rinehart, the Linguaphone Company and others.

The Artemisia Book Shop in San Diego, California, is looking forward to numerous visitors when the San Diego International Exposition opens this spring. It extends an open invitation to all authors, publishers and booksellers to make the shop their headquarters and offers to handle authors' and publishers' appointments, telephone calls, reservations and other services.

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Business is again on the upgrade in the metropolitan bookshops, judging from an informal canvass made last week. Most booksellers in New York City report that there was very little improvement in March, possibly because Federal and State income taxes made people purse-conscious, but April brought improvement.

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Brentano's is running about 20% ahead of last year, with the greatest gain in the book department. This store has been running a series of ads in the New York papers addressed to prominent persons recommending books the store thinks they would like.

At the Channel Bookshop, as in most other stores, "National Velvet" has got off to a flying start. Other best sellers here are "Restless Days," "I Change Worlds," "Come My Coach," and "Of Time and the River." Harriet Anderson reports a gratifying number of advance orders for the long-awaited "Pareto." The shop favorite at the moment (it always has at least one) is "The Belvidere Hounds," a book of cartoons by D. T. Carlisle (Derrydale, \$5.). On May 8th the Channel Bookshop put on an exhibit of garden books at the Vassar Club, at a program at which Ann Baker spoke on "Planning a Garden."

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The Children's Bookshop in New York City gave a tea on May 9th for Helen Gentry and her partners in the newly established firm of Holiday House, publishers of children's books.

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Quail Hawkins of the Sather Gate Book Shop in Berkeley, California, reports that Lelah Reynolds, teacher of the fifth grade at the University Elementary School in Berkeley, is using the Sather Gate model



French and European Publications, Inc., is celebrating the completion of its first year in La Maison Française of Rockefeller Center. Besides the main display room shown here there are offices and a huge stock room

library list (see *Publishers' Weekly* for December 16, 1933) as a project in reading. She has cut out the titles and mounted them on large sheets of cardboard. The class first checked the books they had already read. Now they will put checks after the books as they read them. Final results will be tallied in June. Of the books the children had already read "Little Black Sambo" came first, having been read by the entire class. Next came "Alice in Wonderland" and "The Pied Piper of Hamelin," "Pinocchio," "Robinson Crusoe," "Treasure Island," "The Cat Who Went to Heaven," "The Story of Dr. Doolittle," "Winnie the Pooh," "Heidi," "Peter Rabbit" and "Tom Sawyer" in that order.



During Book Week last fall one of the classes in the Isaac E. Young Junior High School in New Rochelle, New York, put on a book review of "Mountain Girl" by Genevieve Fox in skit form. The performance was so good that they were asked to repeat it for the Parent-Teacher Association. Then the children discovered that Miss Fox lived not far from New Rochelle, so they invited her to come and talk at a school assembly, and afterwards she had the pleasure of meeting the children who had written and acted the playlet. A third book in the series of which "Mountain Girl" is the first and "Mountain Girl Comes Home" the second, will be published this fall by Little, Brown.



Another literary item from a Junior High School comes to us by way of Margaret Spicer of the Greenwood Book Shop in Wilmington, Delaware. This is an essay "On Reading Gertrude Stein" by Nancy Wescott, 15 years old, who is in the Ninth Grade in the Friends School in Wilmington. Here it is as it appeared in the *Whittier Miscellany*, the school paper:

"I take the book. I sit down. I read, but I do not read. I see words. My head is in a whirl. It whirls. It's whirling, it's whirling, it's whirling round. I am surprised. I turn the page. I am still surprised.

"I am astonished. There is nothing. It means nothing. There is nothing there. Nothing is anything. There isn't anything that means anything. Everything means nothing. There isn't anything that doesn't mean nothing.

"I think, maybe it is begun at the end. I



Samuel E. Norris

*who is celebrating the completion of 50 years
with John Wiley & Sons*

look at the end. The end is not the beginning. The beginning is not at the end. There is no beginning there. There is no beginning at the end. There is no beginning at the beginning, either. I think there is no beginning."



W. R. Barnes, president of Barnes & Noble, left May 2nd for a few weeks' visit to Puerto Rico, Dominican Republic and the Virgin Islands. Mr. Barnes will combine business with his vacation and investigate business possibilities in these islands while he is there.

News from Publishers

SAMUEL E. NORRIS, secretary of John Wiley & Sons, Inc., and head of the production department of the firm, is celebrating his fifty years' association with the company by making an extended trip to the Northwest, California, and the Southwest, accompanied by Mrs. Norris. Mr. Norris joined John Wiley as a very young man, in 1885, when the Wiley offices were on Astor Place.



Robert M. McBride announce that the \$50 prize in their recent contest built around the theme of Warwick Deeping's "The

White Gate" has been won by Mrs. T. M. Powers Potts of Mill Valley, California. Dorothy Stanley of Boston, Mass., won the second prize of \$25, while Rose Jeanne Slifer, assistant buyer of the B. Altman book department in New York City, took the \$15 prize. Seven other prizes were awarded.

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Varian Fry, one of the founders of *Hound and Horn*, will become editor of *The Living Age* to take the place of Quincy Howe who has become editor for Simon & Schuster.

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Helen Augur has joined the editorial staff of Bobbs-Merrill in New York. Miss Augur spent several years abroad as a newspaper correspondent and is the author of "An American Jezebel," a biography of Anne Hutchinson, and of numerous magazine stories.

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The Hartney Press has joined the numerous publishers who are making use of the consolidated warehouse of the American Booksellers Association. With the expansion of the A.B.A. offices extra telephone equipment has been installed. There are now three trunk lines. Calls to the A.B.A. should be made to Algonquin 4-9005.

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More or less as a result of their success on the screen, Simon & Schuster have issued a reprint edition of "Dumb-Belles Lettres" at 50 cents.

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The publishers of *Child Life* tendered a tea last week at the Hotel Chatham, New York, to Marjorie Barrows of Chicago, editor of *Child Life* and also editor of "One Hundred Best Poems for Boys and Girls," of which the sale to date has reached 1,261,000 copies, which seems like an all time high for an anthology, unless it be Palgrave in all its printings. This book was published by the Whitman Publishing Company of Racine, whose other anthologies have carried the series to a sale of over 2,500,000.

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John Black, who was for some years connected with Charles Scribner's Sons as advertising assistant and more lately has become assistant editor of *Textile World*, is publishing, through Putnam, his collected

poems under the title "Marjorie Black and Other Poems." Mr. Black was born in Scotland, the son of John Black, the Scottish poet. He came to America at the age of twelve.

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Marion Saunders, literary agent, sailed for Europe on the "Champlain" on May 4th to visit her English authors, including P. L. Travers of "Mary Poppins" fame, and later her authors and representatives on the Continent. Her address in London is the Goring Hotel.

During her absence from New York, Virginia Scott, formerly with Curtis Brown, will handle her American authors, as well as motion picture negotiations and play scripts, and Lini Allen will have charge of the foreign department.

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A new series, to be known as *Oxford Books on Bibliography*, has been announced by the Oxford University Press. The series will be under the general editorship of Graham Pollard, John Johnson, Stanley Morison, Strickland Gibson and Theodore Besterman. The first book, "Proofreading in the Sixteenth, Seventeenth and Eighteenth Centuries," by Percy Simpson, was published on May 2nd.

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In addition to the one-volume, \$2.50, edition of Clifford Odets' plays containing "Awake and Sing," "Till the Day I Die" and "Waiting for Lefty," Covici-Friede has issued, on May 7th, a paper-bound edition of "Awake and Sing" and a paper-bound edition containing "Waiting for Lefty" and "Till the Day I Die," at \$1.25.

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The publication date of "Samuel Gompers, Champion of the Toiling Masses" by Rowland Hill Harvey (Stanford University Press) has been postponed from May 1st to May 20th.

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Stanley Paul has rejoined the Hutchinson Group of Publishers in London, and will be responsible for the future development of Andrew Melrose, Ltd. This house issues American as well as English fiction for the British and Empire markets.



Frank X. Howard's display of "Soap Sculpture" by Lester Gaba (Holt) in the window of Dutton's, Inc., created a great deal of interest last week

Authors and Others

WILLOUGHBY SHARP has given us some interesting information about John Clayton, author of "Dew in April," just published by Kendall & Sharp. John Clayton is the pen name of H. B. Webb, the husband of the well-known English writer, Mary Webb, who died in 1929. One day a few years ago a colossal manuscript of more than 2,000 pages arrived in the Heinemann office in London. There was no address enclosed, merely a mailbox number in the main London post office. Heinemann's immediately took the manuscript, split it into two parts and published "Gold of Toulouse," John Clayton's first book. They didn't see the author until more than a year after the publication of his book, and until then they didn't even know that John Clayton was not his real name.

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George Bernard Shaw and Gilbert K. Chesterton will be among the speakers in the series of broadcasts on "Freedom" scheduled by the Columbia Broadcasting System in cooperation with the British Broadcasting Corporation. Shaw will speak on June 11th

and Chesterton on June 18th, at 5 o'clock Eastern Daylight Time.

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A novel annual award is that of the Friends of American Writers, recently given to Jessica Nelson North for her "Arden Acres" (Harcourt). Under the terms of the award offered by the society for "the best novel with a contemporary background by a Middle Western author," 100 copies of the book will be purchased for the Chicago Public Library, and a \$50 prize has been paid to the author.

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Mrs. Thomas Boyd has joined the staff of Curtis Brown, Ltd., international literary agents.

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General Guiseppe Garibaldi, grandson of the famous Italian liberator, has signed a contract with Bobbs-Merrill for the publication of his autobiography next fall. The book will be called "A Toast to Rebellion" and will recount the General's adventures in following the Garibaldi tradition in many parts of the world.

New Shops

Chicago, Ill.—A. E. Byrne, owner of the Active Magazine Store, has opened the Active Book Store at 110 West North Ave. The new shop, which is near the entrance to Lincoln Park and a hundred feet from the Chicago Historical Society Building, will carry second-hand books, Chicagoana and Americana. Dealers' lists are requested.

Detroit, Mich.—A. Mateja of 7844 Michigan Ave., a wholesale Catholic supply dealer, is adding a small stock of books. Publishers are requested to send catalogs.

Milwaukee, Wis.—The Morehouse Publishing Co. will open a New York branch at 12 E. 41st Street on or about July 15th. H. C. Barlow will be in charge of the Eastern Branch. Catalogs should be sent to both offices.

Out of Business

San Francisco, Calif.—Robertson's at 220 Stockton Street has gone out of business.

Utica, N. Y.—Annette Rogers closed The Book Shop at 702 Washington Street on May 1st.

Changes in Address

Westport, Conn.—The Book Shop has moved from 46 State Street to 50 East State Street.

Changes in Management

Englewood, N. J.—The Book Mart at 30 Park Place has been sold by Mabel E. Harris to Roy F. Dalrymple of Teaneck, N. J. Mr. Dalrymple will add a line of gifts and bridge accessories.

Catalogs Requested

Danville, Ky.—Lettie McDowell, proprietor of the McDowell Book Shop at 143 Third St., requests catalogs and announcements.

Lansing, Mich.—C. W. Ellison of the Ellison Book Shop at 8 Strand Arcade requests first edition catalogs from dealers.

Change in Price

EQUINOX COOPERATIVE PRESS

The "Three Blue Suits" by Aline Bernstein has been reduced from \$3.00 to \$2.00.

Consumers' Radio Series

A NEW SERIES of weekly radio talks for consumers was inaugurated on April 30th over the WABC-Columbia network at 10:45 P.M. The talks are presented by the Consumers' Committee of the National Advisory Council on Radio in Education, headed by Emily Newell Blair, chairman of the Consumers' Advisory Board. The talks, given every Tuesday at 10:45 P.M., Daylight Saving Time, are designed to help the consumer to know what he is buying, to look for understandable grades and labels, and to get more satisfaction per dollar spent. The University of Chicago Press will publish the talks, and each one will be available, at a small cost, immediately following its presentation on the air.

Faked List Prices

A RECENT DECISION of the Federal Trade Commission directed that a certain New York jeweler engaged in selling imitation pearls should discontinue the practice of quoting as the usual price of the pearls sums in excess of those at which they are customarily sold. This decision applied to the field of books would mean a prohibition of the use of the original list price of a book in connection with an edition manufactured specifically to sell at a lower price.

Educational Book List

A LIST of "Sixty Educational Books of 1934" (not school texts) appears in the *Journal of the National Education Association* for April. In making this list, the editors have the assistance of hundreds of experts throughout the country who cooperate in the selection. This is the eleventh year in which this list has been a feature of the *Journal*. The publishers responsible for the chief contributions in the field of educational discussion, using the list as a basis, are Scribner's, Macmillan, Appleton-Century, Houghton Mifflin, Teachers' College, Prentice-Hall, American Book Company, all of which had three or more titles in the list of sixty.

Correction

IN A NOTICE concerning The Cabin in the April 20th issue we incorrectly placed the shop in Providence. It is located at 132 Spring Street, Newport, R. I., and is owned and managed by William N. Reagan.

Price Maintenance in Germany

Reviewed by ALFRED HARTOG

DR. JOHANN SCHLEMMINGER's "Die Preisbindung im Deutschen Buchhandel," recently published by Poeschel Verlag, Stuttgart, is a very thorough discussion of the movement in Germany to maintain prices as fixed by the publishers, irrespective of other unsettled conditions in other trades. The author shows by a number of citations from other lecturers and writers on the subject, particularly from members of the Seminar for the Science of Bookselling at the Commercial High-School in Leipzig, that price maintenance in the German book-trade is the oldest in existence.

The author first deals with the problem of price-fixing as it affects publishers, jobbers and dealers, until the price is fixed for the consumer ("Letzte Hand") which price becomes the retail-price at which the dealer sells the book.

He then outlines the historical development of price maintenance among the book-trade. As early as 1498 Aldus Manutius issued a price list of books in which he gave definite selling prices for each book. Up to that time books were sold by peddlers of books for as much as the traffic would bear, or according to the demand. From the year 1498 on, any number of German publishers and retailers have contributed articles and pamphlets and have written books declaring that price maintenance is the only way of keeping the book-trade going and enabling all to make a living as a well-organized trade.

Dr. Schlemminger's research into the many phases of this movement of price maintenance through centuries of bookselling is a perfect example of German thoroughness in dealing with a topic, that we in America would hardly consider worth while, and this work should some day be translated into English for wide reading in the trade.

In the last chapter, the author takes up "The Exceptional Position of the North American Book-trade on Account of Legislative Hostility in the United States." He calls the efforts toward price maintenance in the United States reactionary, notwithstanding the fact that the United States has an im-

portant and large book-trade. Because of the large number of people engaged in the book-trade, proper legislation should be possible. He realizes, however, that the point of view taken by the American government is the main handicap. Dr. Schlemminger's book was published in 1935, however, its investigation was concluded in 1933, hence no mention is made of present protected price conditions fixed by the NRA.

In the concluding chapter, Dr. Schlemminger states that he started out with the idea that the problem of fixed prices in the book-trade could not be solved without explaining definitely just what price maintenance means. He feels that he has investigated the problem thoroughly, but that in a general way he has not solved it.

It is a fact, however, that price maintenance in the German book-trade of today is established through membership in the Boersenverein, an organization similar to our American Booksellers Association, though in Germany everyone having anything to do with the publishing or retailing of books belongs to the Verein.

Dr. Schlemminger's book has a list of publications dealing with the book-trade; 83 titles in all and with the exception of two French, one Italian and one English publication, all are issued in Germany, and fourteen of these deal exclusively with price maintenance in the German book-trade.

Trade Reports from Germany

THE AMERICAN CONSULATE in Leipzig reports that the first three months of 1935 show little change in the number of new books issued, while the total for 1934 showed a decrease of 8% as compared with that for the previous year. The trade reports an increased total sale of 15% to 25% during the winter season of 1934 and in some cases up to 50% and 60% for the Christmas season as compared to the previous year. This favorable development is attributed to the campaign of propaganda which the trade inaugurated and the Book Week program, in the course of which various tactics were used to increase book sales.

First-Class Mail

MISSISSIPPI CAPITULATES

R. M. Mills' Book Store
Nashville, Tenn.
April 19, 1935

Editor, Publishers' Weekly:

We hate to see our sister state, Mississippi, maligned.

It is almost unbelievable, judging from excerpts in two previous issues of the *Publishers' Weekly* in regard to unsuccessful attempts to sell books to Mississippians, that the sales resistance of the state of Mississippi could be lowered to the point of actually buying books.

We are proud to announce that we received last week an entirely unsolicited order for some fifteen or twenty books which proves that books are not altogether unsalable in that region.

We go so far as to congratulate ourselves on having laid flat the walls of Jericho without so much as a single blast on our sales-seeking publicity trumpet.

R. M. MILLS

A SLICK ARTIST

Stamford Bookstore
Stamford, Conn.
April 29, 1935

Editor, Publishers' Weekly:

Miss Bixler, who sells books in New Rochelle, told me yesterday that she had been robbed by the same youth who took \$20 from a purse in our office about three weeks ago. The procedure was identical, so he's evidently a professional. He's a "Yale freshman" on his way back to college—his mother, who is going to pay for the books, is at a beauty parlor down the street. The books have to be packed in a box for mailing and he dawdles around the store chatting while he waits, and finally says he'll go and get the money from his mother. He was under my eyes all the time he was here, but the money was gone from my purse and he never came back for the books. He is well dressed, and glib, and without any identifying marks that I can recall.

ELISE R. NOYES

UNFORTUNATE MISPRINT

The Macmillan Company
60 Fifth Avenue, New York
April 29, 1935

Editor, Publishers' Weekly:

I was glad to see this morning the mention in the *Publishers' Weekly* with regard to The Macmillan Company taking over the agency for Cambridge Bibles.

There is, however, an unfortunate misprint in the third paragraph, which reads, "This series includes Bibles alone and not text Bibles, reference Bibles, Bibles with maps, etc." A "not" seems to have slipped in; we shall carry text Bibles, reference Bibles, etc., and all Cambridge Bibles have maps.

F. R. MANSBRIDGE

Obituaries

JESSIE WILLCOX SMITH

JESSIE WILLCOX SMITH, artist and book illustrator, died on May 3rd at her home in Chestnut Hill, Philadelphia. Miss Smith did the illustrations for editions of Stevenson's "Child's Garden of Verses," Kingsley's "Water Babies," "At the Back of the North Wind," "The Princess and the Goblin," "Little Women," "Mother Goose," "Heidi" and many other books. She began the study of art when she was seventeen, and at the Drexel Institute she worked under Howard Pyle. Her first book assignment was given her while she was a student at Drexel. Mr. Pyle had an arrangement with some publishers by which he was given books for his classes to illustrate. The class competed for these, the one handing in the best drawing being given the book to illustrate. In addition to illustration, Miss Smith did much successful portrait painting of children, and also made drawings for *St. Nicholas* and other children's magazines. She did the Children's Book Week Poster for the National Association of Book Publishers in 1919.

The art of Jessie Wilcox Smith had a quality of grace that endeared her decorative works to millions of Americans. Her paintings were vaguely reminiscent of Arthur Rackham, the great English artist, though they had none of his fantastic qualities.

BURTON EMMETT

BURTON EMMETT, of the advertising firm of Newell-Emmett Company and former president of the American Institute of Graphic Arts, died suddenly on Monday, May 6th, at the age of 64. Mr. Emmett had last year been abroad for the recovery of his health and was seemingly well when he attended the last annual meeting of the American Institute of Graphic Arts.

Mr. Emmett was born in Lee, Ill., on November 11, 1871, and was graduated from Northwestern University in 1895, entering the advertising field to become a leading figure. He was a distinguished collector of prints and books, with a great enthusiasm for the graphic arts and an organizing ability which he contributed without stint to the work of the American Institute of Graphic Arts. Coming into its activities as an interested collector, it was his immediate conception that the Institute should become of really national character. In one year as membership chairman he doubled the number of members. He saw the possibility of traveling exhibits and served as chairman of the committee which put the Fifty Books Show on the road in 1923. In the same year he organized the Exhibit of Printing for Commerce, which has been a feature of the Institute's program ever since. Two years later he followed his own special interest in the graphic arts by organizing the Fifty Prints Show, to which he gave his personal attention. For many years he was the chief organizer of all the traveling exhibits of the Institute, and his ideas and ideals built up the influence and effectiveness of these shows, while his enthusiasm brought to the Institute scores of active and supporting members. He was president of the Institute from 1924 to 1925, and in 1926 the Gold Medal of the Institute was presented to him in recognition of his work. In one of his letters to new members he said, "I do not ask your interest in the American Institute for what you can get out of it but for what you can put into it." This was his attitude toward the work, and it became the spirit upon which the Institute was built. Mr. Emmett was one of the founders of *The Colophon* and, with Elmer Adler and John T. Winterich, its editor.



Burton Emmett

Mr. Emmett was a former president of the American Institute of Graphic Arts and a distinguished collector of books and prints

IRA H. BRAINERD

IRA HUTCHINSON BRAINERD, lawyer and director of D. Appleton-Century Company, Inc., died May 1st at the age of 73. Mr. Brainerd was graduated from New York University in 1884. Soon after he joined the Century Company as a foreign representative. Later he was admitted to the bar and entered into the practice of law. For 20 years he was treasurer of the American branch of the International Law Association. He was for years a trustee of the Century Company. Mr. Brainerd was the author of "Biography and Catalogue Raisonne of the Work of E. D. French" and "Catalogue of the Work of the DeVinne Press." He was an authority on the American school of reproductive wood engraving, and was active for 50 years in the Grolier Club.

CHARLES S. OLCOTT

CHARLES S. OLCOTT, author and head of the subscription set department of Houghton Mifflin Company from 1891 to 1933, died on May 3rd at the age of 71. His books include "George Eliot—Scenes and People in Her Novels," "The Country of Sir Walter Scott" and "The Life of William McKinley."

Market News

One Month from Now—A Forecast

PAYING THROUGH THE TEETH, by Bissell Palmer. *Vanguard Press*, \$2.

THE WILD EARTH'S NOBILITY, by Frank Waters. *Liveright*, \$2.50.

LATTER HOWE, by Doreen Wallace. *Macmillan*, \$2.50.

THE HISTORY OF WESTERN CIVILIZATION, by Harry Elmer Barnes. *Harcourt, Brace*, 2v., \$10.

LANDTAKERS, by Brian Penton. *Farrar & Rinehart*, \$2.50.

EYES ON THE WORLD, ed. by M. Lincoln Schuster. *Simon & Schuster*, \$3.75.

IT'S A GREAT WORLD! by Emilie Loring. *Penn*, \$2.

MAN OF ARAN, by Pat Mullen. *Dutton*, \$3.

CORNISH OF THE YARD, by G. W. Cornish. *Macmillan*, \$2.50.

June 7. Exposé of dentifrices and related products. Should sell even better than "Skin Deep."

June 10. An historical novel of pioneer days in Colorado.

June 11. A novel of the English lake country, by the author of "Barnham Rectory," etc.

June 13. A comprehensive work in the style of the "new history."

June 13. A story of Australia in the period when that country was a penal colony.

June 14. See p. 1729 of the May 4th P. W. for complete description. Illustrated form letter available for bookstore mailing.

June 14. Mrs. Loring's popularity increases with each new novel. Her latest was "With Banners."

June 17. Autobiography and the story behind the highly-praised movie of the same title.

June 18. Superintendent Cornish, retired from Scotland Yard, recounts many interesting murder cases. Poster and circular available.

Out This Week

THE ALLEGED GREAT-AUNT, begun by Henry Kitchell Webster. *Bobbs-Merrill*, \$2.

A BETTER ECONOMIC ORDER, by Father John A. Ryan. *Harper*, \$2.50.

CHALLENGE TO DEATH, ed. by Storm Jameson. *Dutton*, \$2.

HANDOUT, by George Michael. *Putnam*, \$2.

THE LAST OF MR. NORRIS, by Christopher Isherwood. *Morrow*, \$2.50.

THE PARTNERSHIP, by Phyllis Bentley. *Macmillan*, \$2.

SCENES FROM THE MESOZOIC, by Clarence Day. *Yale University Press*, \$2.50.

SECOND HOEING, by Hope Williams Sykes. *Putnam*, \$2.50.

SEX AND TEMPERAMENT, by Margaret Mead. *Morrow*, \$3.

SMALL TOWN GIRL, by Ben Ames Williams. *Dutton*, \$2.

Janet Ayer Fairbank and Margaret Ayer Barnes finished this mystery after Webster's death. Newspaper serialization.

The Director of the Social Action Department of the National Catholic Welfare Conference suggests a modern adaptation of the old guild system.

Fifteen notable English authors have contributed articles which present the threat of war and possible solutions.

An attack upon the Administration as instigator of propaganda and censorship of the news. To be nationally advertised.

The story of a charming but unprincipled swindler, in various continental settings. *Orchids* by Hugh Walpole.

A reissue of an early novel by the author of "Inheritance," etc., which has been out of print.

You've seen Yale's advance booklet describing these verses and pictures in "mesozoic" style, many of which first appeared in *The New Yorker*. Posters available. The author also wrote the very appealing "God and My Father."

A saga of the Colorado sugar beet-farming country. Putnam is grooming this dark horse for the Derby.

A scholarly study of men and women in primitive New Guinea tribes, by the author of the greatly praised "Coming of Age in Samoa."

An entertaining light novel which has been sold to M.G.M. for movie production.

Market News

The April Best Sellers

FICTION

1. GREEN LIGHT, by Lloyd C. Douglas. *Houghton Mifflin*, \$2.50.
2. OF TIME AND THE RIVER, by Thomas Wolfe. *Scribner*, \$3.
3. COME AND GET IT, by Edna Ferber. *Doubleday, Doran*, \$2.50.
4. TIME OUT OF MIND, by Rachel Field. *Macmillan*, \$2.50.
5. LOST HORIZON, by James Hilton. *Morrow*, \$2.50.
6. GOOD-BYE, MR. CHIPS, by James Hilton. *Little, Brown*, \$1.25.
7. THE FORTY DAYS OF MUSA DAGH, by Franz Werfel. *Viking Press*, \$3.
8. HEAVEN'S MY DESTINATION, by Thornton Wilder. *Harper*, \$2.50.
9. CLAUDIUS THE GOD, by Robert Graves. *Smith & Haas*, \$3.
10. A HOUSE DIVIDED, by Pearl S. Buck. *Reynal & Hitchcock*, \$2.50.

Best selling novel for the second month. Out of the 110 stores sending us their April reports, 50 listed it first in sales—there were only 7 which did not include it at all!

Up from fourth place in March. Leader at 13 stores in all parts of the country sending us their lists. Seventh printing.

A very close contender for second place. Top sales in 12 stores, appeared on 94 lists.

The first of the two new titles this month, a leader on the lists of 13 eastern stores. Votes from 62 in all.

Up one place from the March list. Reported by 71 stores.

Both these Hilton perennials have gained a rung since the previous Best Seller List. Appeared on the lists of 59 stores.

Leader in April at the Personal Book Shop, Boston; Lowman & Hanford, Seattle; Gimbel Bros., Philadelphia. Sales now total 123,000 and Viking starts a huge new campaign this month, spending \$6,000 in advertising during May. M.G.M. and *Modern Screen* will cooperate in a great publicity tie-up.

April best seller in fiction at the University of Chicago Bookstore and Polsky's in Akron. Votes from 52 stores.

The second new title during April. The *Sunwise Turn* tells us it was its best selling novel. Recently awarded the James Tait Black Memorial Prize, with "I, Claudius."

A best seller at 25 stores sending us their lists for April.

NON-FICTION

1. FRANCIS THE FIRST, by Francis Hackett. *Doubleday, Doran*, \$3.
2. WHILE ROME BURNS, by Alexander Woollcott. *Viking Press*, \$2.75.
3. PERSONAL HISTORY, by Vincent Sheean. *Doubleday, Doran*, \$3.
4. RATS, LICE AND HISTORY, by Hans Zinsser. *Little, Brown*, \$2.75.
5. CULBERTSON'S NEW SUMMARY OF CONTRACT BRIDGE, by Ely Culbertson. *Winston*, \$1.
6. SKIN DEEP, by M. C. Phillips. *Vanguard Press*, \$2.
7. SHIPS, by Hendrik Willem Van Loon. *Simon & Schuster*, \$3.
8. INFLATION AHEAD! by W. M. Kiplinger and Frederick Shelton. *Simon & Schuster*, \$1.
9. R. E. LEE, by Douglas S. Freeman. *Scribner*, \$15.
10. THE AUTOBIOGRAPHY OF JOHN HAYS HAMMOND. *Farrar & Rinehart*, \$5.

For the second time in over a year "Rome" is forced out of first place. Second last month, "Francis" takes top with non-fiction leadership at 11 stores, listed by 69 in all. Votes for non-fiction titles are spread out more than those for fiction, which seem to be concentrated at the top.

Here's the old friend once more—leader at 13 stores with votes from 64.

Up one place from the March list. Leader at 8 stores, reported by 53.

Appeared on the lists of 56 stores, top at 4.

The first of two new titles on the non-fiction list for April. Twenty stores reported it as their best seller, votes from 44. Over 100,000 sold, Winston reports.

Listed by 41 stores. Was in sixth place in March also.

Also seventh in March. A best seller at 42 stores sending us their April reports.

Leader at 6 stores; reported by 30. Tenth printing, averaged 2500 a week during April, S & S told us.

First at 7 stores, both north and south; listed by 30—Flash! Pulitzer Prize-Winner.

The second new title in April. The best seller at 11 stores, appeared on the lists of 27.

The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Ar: Fine Arts	Dr: Drama	Hi: History	Po: Poetry	Sp: Sports
Bi: Biography	Ec: Economics	Ju: Juveniles	Re: Religion	Tr: Travel
Bu: Business	Fi: Fiction	Mu: Music	Sc: Science	

- Alpert, Carl** **Re** 334p. (9p. bibl.) D c. N. Y., Appleton-Century 2.50
The oracle; a handy Jewish reference book. 134p.
D c. Bost., G. C. Manthorne & Co. 1.50
- Arnold, C. J.**
The modern cornucopia; science—horn of plenty, symbol of peace and prosperity. 154p. D c. [Mankato, Minn., Author, 1325 N. 4th St.] 2.00
- Bakewell, Charles Montague and Hocking, William Ernest**
George Herbert Palmer, 1842-1933; memorial addresses. 87p. D '35 Cambridge, Mass., Harvard 1.25
- Benson, Mary Sumner**
Women in eighteenth-century America. 343p. (16p. bibl.) O (Studies in hist., economics and public law, no. 405) c. N. Y., Columbia Univ. Press 4.00
A study of opinion and social usage.
- Bentley, Phyllis Eleanor** **Fi**
The partnership. 256p. D '35 N. Y., Macmillan 2.00
An early novel by the author of "Inheritance" which was originally published in 1928 and has been out of print.
- Bible** **Re**
Old Testament in Greek; v. 2, Later historical books; pt. 4, I Esdras, Ezra-Nehemiah; ed. by Alan E. Brooke and others. 112p. O '35 N. Y., Macmillan bds., 6.00
- Boas, Mrs. Louise Schutz**
Woman's education begins; the rise of the women's colleges. 306p. (18p. bibl.) D c. Norton, Mass., Wheaton College Press 2.00
An outline of the social conditions that led to the development of woman's education in America in the early 19th century.
- Boyd, Thomas Alvin**
Research; the pathfinder of science and industry.
- Brewster, Arthur Judson and Palmer, Herbert Hall** **Bu**
Introduction to advertising; 3rd rev. ed. 491p. il. O [c. '24-'35] N. Y., McGraw-Hill 2.00
- Burke, Arthur Devries**
Practical dairy tests and fundamentals of dairying; a manual for laboratories, students and all those interested in the practical testing of dairy products. 396p. (bibls.) il., diagrs. D [c. '35] Milwaukee, Olsen Pub. Co. lea. cl., 4.00
- Cairns, Huntington**
Law and the social sciences; foreword by Roscoe Pound. 293p. (bibl. footnotes) O (Internat'l lib. of psych., phil. and scientific method) '35 N. Y., Harcourt 4.00
A survey of the contributions that anthropology, economics, sociology, psychology and political theory can make to legal thinking at the present time.
- Carlisle, D. T.**
The Belvidere Hounds [cartoons; lim. ed.]. 112p. Q '35 N. Y., Derrydale Press bds., 5.00
- Carter, John**
Publisher's cloth; an outline history of publisher's binding in England, 1820-1900. 48p. T [c. '35] N. Y., R. R. Bowker Co. pap., .35
- Cervantes Saavedra, Miguel de**
Aventuras de Don Quijote; a simplified version of the most important episodes; ed. by H. Alpern and J. Martel. 255p. il. D (Plateau ser.) [c. '35] Bost., Houghton 1.12
The first reader to be published in the Plateau Series, edited by Jacob Greenberg, which will supply texts in which the vocabulary and grammatical structure are adapted to the powers of the student at a given point in his study of a language.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

- Chittenden, Hiram Martin** **Hi**
The American fur trade of the Far West; 2 v.; new ed. by Stallo Vinton; sketch of the author by Edmond S. Meany. 1044p. (2p. bibl.) il. (pors.), map O c. N. Y., Press of the Pioneers
buck., 15.00, b'x'd
- Clarke, Henriette** **Po**
Little towns. 40p. front. O '35, c. '34 Bost., G. C. Manthorne & Co. 1.50
Formerly published by Poetry Publishers.
- Clemens, Cyril** **Bi**
Literary education of Franklin D. Roosevelt. 41p. (bibl.) il. O '35 Webster Groves, Mo., Internat'l Mark Twain Soc. 1.00
- Cordts, Anna Dorothea**
The new path to reading; b'k 3; rev. ed. 348p. il. (pt. col.) D [c. '29, '35] Bost., Ginn .80
- Day, Clarence Shepard** **Po**
Scenes from the Mesozoic, and other drawings. 82p. O c. New Haven, Conn., Yale 2.50
Humorous drawings with accompanying light, satirical verses.
- Dierkes, Henry** **Po**
The man from Vermont, and other poems; foreword by Vincent Starrett; lim. ed. 48p. D '35 Oak Park, Ill., Eileen Baskerville, 936 Washington B'l'v'd 1.25; large paper, signed ed., 3.50
- Doherty, Richard P., and Hartmann, Max** **Ec-Bu**
The economic organization of business. 291p. (3p. bibl.) D '35, c. '34, '35 Bost., G. C. Manthorne & Co. 3.00
The authors are associate professors of economics in the College of Business Administration of Boston University.
- Dohr, James L., and others** **Bu**
Cost accounting principles and practice; 2nd rev. ed. 637p. D (Univ. accounting ser.) '35 N. Y., Ronald Press 4.00
- Dopp, K. E. and others**
Busy days with little friends. 154p. il. (col.) D (Happy road to reading) '35 Chic., Rand, McNally .64
- Now and long ago.** 214p. il. (col.) D (Happy road to reading; 3rd reader) '35 Chic., Rand, McNally .76
- Outdoors and in.** 248p. il. (col.) D (Happy road to reading; 2nd reader) '35 Chic., Rand, McNally .72
- Eastman, Elaine Goodale [Mrs. Charles Alexander Eastman]** **Fi**
Hundred maples. 285p. D c. '35 Brattleboro, Vt., Stephen Daye Press 2.00
The story of Ellen Strong, who tried to escape from her Vermont home and from the dull routine of married life.
- Fieser, Louis F.** **Sc**
Experiments in organic chemistry. 377p. (bibl. footnotes) diags. O (Heath's new chemistry ser.) c. Bost., Heath 2.40
A manual for use in laboratory courses of elementary organic chemistry.
- Free, Edward Elway and Hoke, Travis** **Sc**
Weather; practical, dramatic and spectacular facts about a little studied subject. 337p. (2p. bibl.) il., maps, diags. O (McBride dollar travel b'ks, 50) [c. '28] N. Y., McBride 1.00
- Garside, Alston Hill** **Bu**
Cotton goes to market; a graphic description of a great industry. 431p. il., diags. O c. N. Y., Stokes
lea. cl., 3.50
A picture of the vast American cotton industry and its marketing around the world.
- Grand, Gordon** **Fi**
The silver horn; 2nd ed. 248p. il. O (Windward House) '35 N. Y., Derrydale Press 3.75
- Grant, James Edward** **Fi**
The green shadow. 308p. D (Hartney mysteries) c. N. Y., Hartney Press, 205 E. 42nd St. 2.00
Tip O'Neil found the Harding case filled with queer people and queer situations. One of the first publications of a new publisher who will issue popular novels of the mystery and romance types. See also *Keating*.
- Griffith, G. T.** **Hi**
Mercenaries of the Hellenistic world. 350p. O '35 N. Y., Macmillan 5.50
- Hall, N. F.**
Exchange equalisation account. 124p. O '35 N. Y., Macmillan 3.00
- Agatston, S. A., M.D.**
General ophthalmology; a short treatise for students and practitioners. 175p. T [c. '35] [N. Y., John L. Schoenfeld Co., 333 W. 52nd St.] flex. lea. cl., 2.00
- Albert, Odd**
The house of health; how to build it. 79p. il., diags. Q [c. '35] [N. Y., Albert Bonnier Pub. House] pap., 1.00
- Annals of the Sugarloaf Historical Association;** v. 2, 1935. 74p. il. O c. Hazleton, Pa., Sugarloaf Hist. Ass'n, Church & Green Sts. pap., 1.00
- Bainton, Roland H.**
Bibliography of the continental Reformation; materials available in English. 54p. O (Monographs in church hist., no. 1) c. Chic., Amer. Soc. of Church History pap., 1.00
- Barker, A. S.**
The use of fertilizers; a guide to the manuring of crops in Great Britain. 214p. O '35 N. Y., Oxford 2.50
- Bergen, Garret L. and Ward, Raymond S.**
Registration and counseling procedure in the Adjustment Service. 164p. O (Adjustment Service ser. report 3) c. N. Y., Amer. Ass'n for Adult Educ. pap., .75
- Böhler, Dr. Lorenz**
The treatment of fractures; tr. from the German by Ernest W. Hey Groves. il. Q (Wm. Wood pub'n) '35 Balt., Williams & Wilkins buck., 12.00
- Brewery Age buyer's guide** of brewing machinery, equipment, supplies and materials; 1935 ed. 170p. il. (pt. col.), diags. (pt. col.) Q '35 [N. Y., Brewery Age Pub. Co., 55 W. 42nd St.] 5.00
- Bridges, Milton Arlanden**
Dietetics for the clinician; 2nd ed., rev. 994p. (bibl.) O c. '35 Phil., Lea & Febiger 10.00
- Bryant, Laura**
Two-part songs for sight reading. 64p. D [c. '35] N. Y., Amer. B'k pap., .36
- Bryce, Alexander, M.D.**
Ideal health; 3rd ed. 351p. S (Wm. Wood pub'n) '35 Balt., Williams & Wilkins 2.00
- Campbell, Argyll and Pulton, E. P.**
Oxygen and carbon dioxide therapy. 194p. (bibl.) O (Oxford medical pub'ns) ['35] N. Y., Oxford 5.50
- Cantor, B.**
What's wrong? War; and A diagnosis of the social economic dilemma [verse]. 27p. O c. '35 [New Rochelle, N. Y., Author, 40 Lawton St.] pap., .10

Hayek, Friedrich A.

Prices and production; rev. 127p. D '35 N. Y., Macmillan 2.00

House for modern living, The. 140p. il., Ar
diags. F c. '35 N. Y., Harcourt pap., 1.50

One hundred and seven small house designs including 54 prize winners in the General Electric Architectural Competition with 48 selected entries and 7 prize houses from the 1935 "Better Homes in America" Competition.

Hurley, Vic

Southeast of Zamboanga; introd. by Max Miller. 237p. il., map O [c. '35] N. Y., Dutton 3.00

An account of an adventurous year spent by the author and a friend on an island in the south of the Philippines, surrounded by jungles and savage Moros.

Isherwood, Christopher

The last of Mr. Norris. 279p. D c. N. Y., Morrow 2.50

A psychological novel, laid in Europe during 1931-1933, which portrays the strange career of eccentric Arthur Norris, a delightfully unprincipled man-of-the-world and swindler.

Jameson, Storm [Mrs. Guy Chapman], ed.

Challenge to death; introd. by Viscount Cecil; foreword by Vera Brittain. 362p. D [c. '35] N. Y., Dutton 2.00

Fifteen distinguished British writers contribute to the cause of peace in these articles on various aspects of war and peace.

Joseph, Samuel

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 What you should know about heart disease. Pardee, H. 1.50 *Lea & Febiger*
 Who lives in you? Miller, R. H. 1.00 *Bethany Press*
 Woman's education begins. Boas, L. S. 2.00 *Wheaton College Press*
 Women in eighteenth-century America. Benson, M. S. 4.00 *Columbia Univ. Press*

OLD & RARE BOOKS

FREDERICK M. HOPKINS

A COMPLETE BIBLIOGRAPHY of American history is stored in the rough, waiting for an editor, in the card catalog cases of the New York Public Library, it was announced recently by Harry M. Lydenberg, director of the library. This material, which lists every known historical work on the United States and Canada since the two countries were first written about, has been gathered during the last two years by emergency relief workers under the direction of Mr. Lydenberg and of Keyes D. Metcalf, chief of the library's research department. The last important work in this field was edited by Dr. J. N. Larned and published in 1902 under the title of "The Literature of American History," by the American Library Association. The library project now has all the material in hand to expand Larned's important work into a comprehensive, up-to-date work, as nearly complete as possible at this time. "What we want now," says Mr. Lydenberg, "is to get together an advisory board, of perhaps five persons, historians and librarians they should be, who would help to decide some of the details of publication. We feel possibly that the scope of the work should be extended to cover not only the United States and Canada, but all of Spanish and Portuguese America and the West Indies as well. Then there are all the divisions of history in this country which have not been fully covered, either in Larned, or the work done by us so far. For example, until we get further expert advice and find an editor, we do not dare, for fear of wasting time and money, to begin work on bibliographies of state and local histories in this country, or of church history, or industrial history, or the history of education or medicine." With none of these subjects more than sketched in, some 50,000 items have already been gathered by the staff of relief workers, all of them out-of-work scholars. Dr. Gilbert C. Convers, a graduate of Harvard University and the Sorbonne,

has been the lieutenant of Mr. Lydenberg and Mr. Metcalf in this preparatory work. As many as twenty relief workers were employed on it at the peak time. This whole undertaking now is at a point where wise decisions of editorial policy should be made, and Mr. Lydenberg should have the necessary support to complete it.

FEBRUARY 27TH is annually commemorated at the Henry E. Huntington Library and Art Gallery, at San Marino, California, as the birthday of its Founder. It was the wish of Henry E. Huntington to be remembered primarily in connection with the library which bears his name. A clue to his own feelings is found in his reply to a question as to whether he had ever contemplated writing an autobiography: "No, never. I have been approached regarding a biography, but I do not want that. The library will tell the story. It represents the reward of all work that I have ever done and the realization of much happiness." But if we are not to have a biography, we have an admirable sketch such as would have met his approval, in an octavo pamphlet of 36 pages, written by Robert Schad, curator of rare books at the library. The story of Mr. Huntington's intensive work for a score of years is told in about 12,000 words, and it is one of the most remarkable in bibliographical history. Evidently he clearly saw a great opportunity, for many great collections were approaching dispersal, and decided to make the most of it. He paid in the neighborhood of \$1,000,000 for the E. Dwight Church Library which he bought en bloc; more than \$1,000,000 for selections from the Robert Hoe Library, sold at auction in 1911 and 1912; and was the heaviest buyer at the Huth, Bridgwater, and other great sales in London immediately following the World War. It required true genius to see the great opportunity, and genius of another order promptly and skilfully to take advantage of it.

THE RECENT INTEREST in Vincent Nolte's "Fifty Years in both Hemispheres," in connection with Hervey Allen's "Anthony Adverse," has raised the issue of the bibliographic history of Nolte's work. The Brooklyn Public Library has long been in possession of "Fifty Years in both Hemispheres" in its American edition in two states; but the fact of these two variant states appears to have been overlooked all the while, until discovered by the library's cataloging department. The first edition of Vincent Otto Nolte's "Funfzig Jahre in Beiden Hemisphären," was published in Hamburg, in 1853. The first English edition, under the title "Fifty Years in both Hemispheres," was published in London in 1854. The first state of the American issue, under the same title, was published in New York, in 1854, the same year as the first English edition. The recent issue, under the title "Reminiscences in the period of Anthony Adverse; or, Fifty Years in both Hemispheres," with an introduction by Burton Rascoe, a phototypographic reproduction, slightly enlarged, of the text of the American edition of 1854 (second state) with newly set up title-page and verso, was printed in New York last year.

THERE IS SCARCELY a more interesting revival in the history of English literature than that of John Clare, English peasant poet, born in 1793, who died in an insane asylum in 1864, after spending twenty-seven years in confinement. The son of an English day laborer with no educational advantages, like Burns, a born poet, he enjoyed the friendship of Lamb, De Quincey, Hood, and other authors of his earlier years, and then sank into obscurity and was forgotten at the time of his death. A few years ago early editions of his poetry were called for ("Select Poems of John Clare," edited by A. Symons, had been published by the Oxford University Press in the *Oxford Miscellany Series* in 1908). The demand attracted attention and in 1920 a new edition of his poems, "John Clare: Poems Chiefly from Manuscript," edited by Edmund Blunden and Alan Porter, was published by Putnam's. This publication resulted in a growing interest in the life of the poet. Oxford published "Sketches in the Life of John Clare" by Edmund Blunden in 1931 and "The Life of John Clare" by J. W. and Anne

Tibble in 1932. Mr. and Mrs. Tibble have now prepared a carefully edited edition of all that Clare wrote, which has been published in a two-volume edition on both sides of the Atlantic. The American edition, issued by Dutton, appeared on April 30th.

A LETTER, believed to have been written by Edgar Allan Poe, has been discovered in Paterson, N. J., in a collection of Lincolniana formerly owned by the late Henry Godwin Campbell. The letter was written in December, 1847. It has been shown to James A. Whitty, an outstanding authority on Poe's life and writings. Records of Poe's activities in December, 1847, are vague, says Mr. Whitty, but the letter evidently was written by Poe when he stopped over in New York to call on the editor of *The Home Journal*, returning from Philadelphia to his home in Fordham. The letter, says Mr. Whitty, is a distinct addition to the existing collection of Poeana.

Auction Calendar

WEDNESDAY AND THURSDAY AFTERNOON, MAY 15 AND 16, AT 2 O'CLOCK. The libraries of the late Alfred Lamar Hartridge of White Plains, N. Y., and others. (Items 644.) American Art Association Anderson Galleries, Inc., 30 East 57th St., New York City.

Catalogs Received

AMERICANA, ART, CHILDREN'S BOOKS, BOOKS ABOUT CONNECTICUT. Tracy's Book Store, 60 Meridian Street, New London, Conn.

AMERICANA. (No. 37.) Wright Howes, 1144 South Michigan Ave., Chicago, Ill.

AMERICAN VERSE, FIRST AND SCARCE EDITIONS. (No. 169; Items 182.) Montgomery Cooper, 243 North Montgomery St., Memphis, Tenn.

ART BOOKS. (No. 72; Items 1575.) E. Weyhe, 794 Lexington Ave., New York City.

AUTOGRAPH LETTERS, MANUSCRIPTS AND HISTORICAL DOCUMENTS. (Items 388.) Thomas F. Madigan, Inc., 2 East 54th St., New York City.

AUTOGRAPHS. (Nos. 68 and 150.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.

BOOKS AND PAMPHLETS FROM THE LIBRARY OF A MEMBER OF MR. LINCOLN'S CABINET. (New Series No. 2; Items 200.) Charles P. Everitt, 45 West 47th St., New York City.

BOOKS ON FINE AND APPLIED ARTS. (No. 11; Items 384.) Martin Veeneman, 98 Fortress Road, London, N. W. 5, England.

CONNECTICUT, GENERAL HISTORY OF THE STATE, TOWN HISTORIES WITH GENEALOGIES OF EARLY SETTLERS, VITAL RECORDS. (No. 8; Items 224.) Crompton T. Johnson, 123 Trumbull Street, Hartford, Conn.

ESSAYS AND LITERARY TOPICS. Burrows Old Book Shop, Cleveland, Ohio.

FIRST EDITIONS AND AUTOGRAPHS. (No. 38; Items 799.) Bertram Rota, 14, Old Burlington St., London, W. 1, England.

FIRST EDITIONS, AUTOGRAPH LETTERS, ASSOCIATION BOOKS, PRESS BOOKS. (No. 15, Items 343.) Chaucer Head Book Shop, Inc., 22 East 55th St., New York City.

FIRST EDITIONS OF DICKENS FROM THE THOMAS HATTON COLLECTION. (No. 105; Items 275.) Dawson's Book Shop, 627 South Grand Ave., Los Angeles, Cal.

The Weekly Book Exchange

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Please send accurate and legible copy. Typed copy saves misprints.

Air Law Review, 100 Washington Sq., E., N. Y. Books, pamphlets and other materials on balloons, flying machines and aviation in general.

Aldine Book Co., 1873 61st St., B'klyn, N. Y. Atlases, old American, or English, containing American maps. Perfect or imperf. copies. Carolina maps, old ones, from old magazines, gazetteers, geographies, atlases, etc.

Carolina pamphlets, newspapers, or anything printed in old Carolina. Sermons, poetry, school books, speeches, etc.

Geographies, old American, containing maps. Such as Morse's, Workman, etc. All eds. Imperfect copies will do.

Introduction to the History of America. School book with map. 1787.

New Collection of Voyages, 1708, or 1711 or 1719 or 1721. All eds. wanted. Odd vols., odd monthly parts, with maps or without. Imperfect copies also. English bookdealers please quote on these.

Old Va. maps. From books, magazines, etc. Will pay better when text is accompanied, even imperfect text. Old English eds. wanted.

Old English geographies, containing American maps in text. Imperfect copies also.

Williams, Edw. Virgo Triumphans. Virginia pamphlet. 1650, or 1651. With map or without map. Also imperfect copies.

Any old American maps, especially in small or larger parcels, always wanted. Will consider parcels on approval. English dealers please quote.

American Autograph Shop, Ridley Park, Pa. Autographs. Historical and Literary. Fine single pieces or large collections, also large quantities of autograph material.

Early Am. Imprints.

Americana before 1750.

Cooper. Odd vol. in paper covers.

Melville. Odd vol. in paper covers.

Sheet Music. Vols. American only.

Amer. Dime Novel Ex., 1525 W. 12th, Brooklyn Dime, nickel novels; Beadle, Tousey, Munro, others.

Amer. Lending Lib., 25 E. Austin Ave., Chicago V. S. Perard. Anatomy and Drawing.

Amer. Lib. Service, 133 W. 47th St., New York Britton. Aftermath of Civil War.

Chase. Story of Stonewall Jackson.

Clopton, J. J. True Story of Jackson.

Currier and Ives. All Lincoln subjects.

Gilbert and Sullivan. Everything by or on.

Gneist-Genest. Account of English State. 10 v.

Gorrie, Dr. John. Everything by or on.

Gray's Anatomy. Mention edition.

Hoopes. Indian Affairs and Administration.

Jones, Major Joseph J. All books by.

Ku Klux Klan. Everything on.

Laurie, S. S. All books by.

Lincolnia. Everything. Requote.

Maya, Inca and Early American Stone Age Civilizations. Everything.

Moore. History of North Carolina.

Rosenthal. Garden of Gems.

Russian Imperial Jewels. Books describing.

Watson. Life of Andrew Jackson.

Amer. News Co., 131 Varick St., New York White. Adventures of Bobby Orde.

Amer. Sunday-Sch. Union, 1816 Chestnut St., Philadelphia, Pa.

Beard, Frank. The Blackboard in S. S.

Greenwood, Grace. The Drummer Boy.

Snyder, John. The Wind Trust—a Prophecy.

Anson Jones Pr., 801 San Jacinto, Houston, Tex. Cash.

Ramsey. Annals of Tennessee.

Phelan. History of Tennessee.

Thwait & Kellogg. Dunmore's War.

Sumner. History S. W. Virginia.

Ellett. Pioneer Women of the West.

Putnam. History of Tennessee.

Haywood. Civ. & Political History Tennessee.

Approved-Books Store, 1721 Spring Garden St., Philadelphia, Pa.

Doran's Ministers' Manual. Halleck. 1930, 1932.

Aquin Book Shop, 317 S. 12th, St. Joseph, Mo. Rostovtzeff. Social and Economic Hist. of Roman Empire.

May, G. Lewis. Cardinal Newman.

Repplier. Pere Marquette.

Nesbit, E. Treasure Seeker.

Spalding, Bishop. Religion and Art.

Archway Book Store, 47 N. 9th St., Phila., Pa.
Winters. Removal of Third Molar.
Hansbrand. Distillation.
Prin. & Prac. Problems of Distillation.
Kitto. Illustrated History Holy Bible.
The Secret of History.
Montgomery(?). Hist. Berks & Lebanon Counties.
Campfires of Afro-Americans.

Ardmore, Pa., Bookshop, Times Medical Bldg.
Castlemon, Harry Winston. Frank Among the
Rancheros; Frank at Don Carlos Ranch;
Frank Before Vicksburg; Frank in the Fore-
castle; Frank in the Mountains; Frank on a
Gunboat.

Yardley. American Black Chamber. Longmans.

Associated Students Store, Berkeley, Calif.
Watson. Theory of Bessel Functions. Macm.

F. B. Auffarth, Rossmarkt 11, Frankfurt am Main
Journal of Engl. & German Philology. Vol. 30
compl. or part 1 only.

Transact. of Americ. Ethnol. Soc. Vols. 2, 3,
4 and foll.

Modern Language notes. 1912 to 1934, incl.
Publications of Soc. for Advancement of Scandi-
navian Study. (Later Scandinavian Studies
and Notes.) Vols. 1, 3.

L. S. Ayres & Co., Book Dept., Indianapolis, Ind.
Diaz de Castillo. True History of Conquest of
Mexico. 2 vols. McBride.

Wm. M. Bains, 117 S. 18th St., Philadelphia, Pa.
Leonard. Loki. Life of Steinmetz.
American Photographic Annual. Cloth. 1935.

Baker & Taylor Co., 55 Fifth Ave., New York
Allen. A Cathedral Singer.

Anderson. Constitutions, etc.

Arnold. Sweetness and Light.

Bradford. This Side of Jordan.

Burnett. His Grace of Osmonde.

Burnside. Theory of Groups of Finite Order.

Czernin. In the World War.

Erskine. The Delight of Great Books.

Douglas. Science of Baseball.

Garland. Her Mountain Lover.

Gordon. The Prospector.

Green. Step on the Stair.

O. Henry. Rolling Stones. Biographical ed.

Hindenburg. Out of My Life.

Jewett. The Mate of the Daylight.

Kyne. Cappy Ricks Retires.

Lasswell. Propaganda Technique in World War.
2 copies.

Learned. American Public Library, etc.

McCall. The Breath of the Gods.

Miller. Theory and Application of Finite Groups.

Mills. Principle of Political Economy.

Osborne. How to Make Your Will.

Parker. Northern Lights.

Pendexter. Kings of the Missouri.

Percy. In April Once.

Pratt. Manual of the Vertebrates of U. S.

Rathgen. Preservation of Antiquities.

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Sleeper. Construction of Radio Phone, etc.

Smith. O. Henry Biography.

Snyder. Comic History of Greece.

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Stuart. Daddy Do-Funny's Wisdom Jingles.

Tassin. Story of American Literature. 5 copies.

Ward. Encyclopedia of Foods.

White. The Claim Jumpers; Helen.

Winter. Other Man's Saucer.

Wright. Aids to Geographical Research.

Weekly Book Exchange

Baker & Taylor Co.—Continued

American Annual of Photography. 1935.

Hervey. Iron Widow.

O'Hare. In Prison.

Ford. Scotch-Irish in America.

Baker, Voorhis & Co., 119 Fulton St., New York
Trust Companies Magazine. Vols. 1 to 40. Quote
complete or on odd vols.

Wm. Ballantyne & Sons, 1421 F St., N.W.,
Washington, D. C.

Bradley, G. D. The Story of the Santa Fe.
Badger.

L. Bamberger & Co., Book Dept., Newark, N. J.
C. C. Dobie. San Francisco, a Pageant. 1st ed.
W. H. Robinson. Adventures of Uncle Lubin.
Stokes. 2 copies.

Baptist Book Store, 223 W. 1st, Oklahoma City
Wells. Undying Fire.

Bert Barber's Book Store, 218 W. 8th,
Ft. Worth, Tex.

National Bankers magazine. June, 1892.

Barr Book Shop, 22 W. Orange, Lancaster, Pa.
Harper's Magazine October, 1933.

Martin. Sabina; Martha of the Mennonite Coun-
try.

Appel. Light of Parnell.

Myers. Amanda; Madonna of the Curb.

Dunham. Conestoga Trail.

Ommwake. Conestoga Wagon.

Beacon Book Shop, 46 E. 46th St., New York
Moore. Mediaeval Church Architecture of Eng.
Memoirs of Baron Larrey, Napoleonic General and
Surgeon.

Wells, H. G. Passionate Friends.

Benziger Bros., 12 W. 3rd St., New York
Gigot. Outline of Jewish History.

Berkshire News Co., 14 N. 6th St., Reading, Pa.
Plutarch's Lives. Langhorne translation with
notes by Wrangham.

Beyer's Book & Art Shop, 8 E. 29th, New York
"World Book" (Children's Encyclopedia).

Keim, J. 40 yrs. Pol. Relations.

Stegemann. Struggle for Rhine.

Stanley O. Bezanson, 1 Court St., Boston, Mass.

Brooks. Henry Thoreau. Lond. ed. 1925.

Browne. Man or the State? 1919.

Marble. The Best of Thoreau. Crowell. 1915.

Phelps. Henry D. Thoreau. Mac. 1924.

Sawyer. Thoreau. 1917.

Robinson. Thoreau's Last Letter.

Biblion, Inc., 6 Park St., Boston, Mass.

Carpenter. Christianity Acc. to St. Luke.

Chesterton. Flying Inn. G. C.

Fairchild. Making of Poetry.

Fisher. Struggle for Amer. Indep. Vol. 2. Lipp.
1908.

Govett. Art Principles.

Heffern. Apology and Polemic in N. T.

Johnson. Amer. First Editions.

Lyon. Negro's View of Organic Union.

McCutcheon. Viola Gwyn.

Miller. My Book House. Vols. 1 and 2.

Riefstahl. Catalogues of Persian & Miniature
(Indian) Paint. Priv. Coll. Exhibitions.

Russell. In Dark Places.

Sanders. N. T. Manuscripts. Freer Coll. Pt. 2.

Stoll. Shakespeare Studies; Hist. and Compar.

Young. Fortune to Share. Blue Rib.

Van Santvoord. Octavia. Dutton.

Books Wanted—Continued

Biblion, Route 7, Box 260, Ft. Worth, Tex.
 Burton. Arabian Nights. Vol. 1 only.
 Columbus. His Book and Privileges. 1893.
 Chiswick Press.
 Liber Scriptorum. 1893. 2 copies.
 Miller. The World in the Air. Ltd. and sig.
 2 copies.
 O. Henry. Autographed letter.
 Robinson. City Child. Ills. by Kent. Sig. by
 both.
 Wilder. Bridge San Luis Rey. Ltd. sig. by
 Wilder and Kent.
 Send for catalogue.

Edward T. Biddle, West Chester, Pa.
 The Coronet (Song book) about 1860.
 Robert Nathan. Road of Ages. 1st, mint.

Bigelow, Brown and Co., 915 Broadway, N. Y.
 George Manville Fenn. Black Blood.

**Arthur F. Bird, 22 Bedford St., Strand,
 London, W.C.2, Eng.**
 Hughes, T. Tom Brown's Schooldays. Illus.
 Hugh Thomson.
 Transactions of Soc. of Naval Architects. 1919.
 Hovgaard. General Design of Warships.

Bliss Bookshop, 45-53 45th St., Woodside, L. I.
 Glyn. Flaming Youth. New if possible.
 Johnson. American First Editions.
 Americana and First Edition catalogs requested.

Ben Bloomfield, 65 University Pl., New York
 Autographs and photographs (originals only) of
 well-known American actors and actresses.
 Period 1800 to 1930.
 American Book Prices Current. 1929.

Bobbs-Merrill Co., 468 Fourth Ave., New York
 Wheelock. Stories of Wagner Operas, Told for
 Children.

Book Den, P. O. Box 733, Santa Barbara, Calif.
 Sabatini. Captain Blood.

Bookery, 1647 Welton St., Denver, Colo.
 Wolfe. Of Time and River. 1st ed.
 Wylie. Angels and Earthly Creatures.

Bookery, 100 N. Main St., Mansfield, O.
 Anonymous. Captain Smith and Princess Pocahontas. Phila. 1805.
 Cable. Old Creole Days. 1st.
 Bromfield. Green Bay Tree. 1st with d.w.
 Howells. The Rise of Silas Lapham. 1st.
 Jackson. Ramona. 1st.
 James. Daisy Miller. 1st.
 Lewis. Our Mr. Wren; The Job. 1sts.
 Remington. Poly Tracks. 1st.
 Stockton. Rudder Grange. 1st.
 Wirt. Letters of a British Spy.
 Schoolcraft. Fine copies of all titles in original
 bindings.
 Janson. The Stranger in America. London.
 1807. In original boards.
 Morley. 1sts. Reasonable.

Booke Shop, 4 Market Sq., Providence, R. I.
 Mantle. Best Plays Between 1923-1934. State
 year, price and condition.
 Altamus' Conversational Italian Dictionary.

Book Exchange, 312 N. Washington, Scranton, Pa.
 L. H. Bailey. Horticulture. 3 vols.

**"The Bookman," 88 Ionia Ave., N.W., Grand
 Rapids, Mich.**

Burnham. Leaven of Love. Reasonable only.
 Norman Venner. Bill Padley's Wife. Others.
 Reasonable.
 E. A. Kimball. Teaching and Addresses. Stratzer.
 Lincoln Library. 1-vol. Cheap.
 Walker. Rhyming Dictionary. Reasonable.
 Gibran. Sand & Foam; Prophet. Used only.
 Hare. Enchanted Winter. Used only.
 Apocryphal New Testament. Used only.
 Guerber. Bullfinch Mythologies. Old ed.
 T. Rice Holmes. On Caesar. Odd vols.

Book Nook, 15 S. Ocean Av., Daytona Beach, Fla.
 Ella Wheeler Wilcox. The Worlds and I.

Books—Newkirk-Freedman, Inc., 79 Wall, N. Y.
 Camille Mauclair. French Impressionists. Pub.
 by Dutton in 1903.

Book Shop, 158 University Ave., Palo Alto, Calif.
 Chemical Abstracts. A. C. S. July '30-on, with
 index.

Bookshop, Church & Meridian, New London, Conn.
 Munger. The Wind Before the Dawn.

Bookshop, 109 3rd St., Baton Rouge, La.
 Mississippi River. Anything about.
 Hadderman. Dead Man's Shoes.
 Chopin. Bayou Folk; Night in Acadie; At Fault;
 Awakening.
 Saxon. Old Louisiana; Fabulous New Orleans;
 Father Mississippi; Lafitte.

Book Shop, 20 Academy St., Newark, N. J.
 Wittemore. History of Montclair Township.

Book Stall, 113 E. 1st St., Flint, Mich.
 Chevio. Fate in the Making. Harper.
 Ruth. William the Silent. Putnam.
 Schuyler. History of City of New York. Van
 Rensselaer.
 Anthony Adverse. 1st ed.

Boreas Book Shop, 507 N. State St., Chicago, Ill.
 All Books on Vegetarianism.
 Gerald Griffin. All titles.
 E. L. Masters. Spoon River Anthology.

Boston Bird Book Co., 162 Boylston, Boston
 Bird Banding Association. Any numbers.
 The Auk. 1933 and 1934.
 Roberts. Birds of Minnesota.
 Brainerd. Violets of North America.

Boston, Mass., Book & Art Shop, 472 Boylston St.
 Nijinsky. By his wife. 1st ed.
 Important art books. Cheap.

Breid's Book Shop, 147 E. 45th St., New York
 Munthe, A. Story of San Michele.
 Lloyd's Register of Amer. Yachts. 1931.
 O'Hara, E. Making Watercolor Behave.

Brentano's, 63 E. Washington St., Chicago, Ill.
 Detmold. Aesop's Fables. Illus.
 F. Britten. Old Clocks and Watches and Their
 Makers.
 Bernal del Castillo Diaz. Discovery and Conquest
 of Mexico.
 C. Graham. Bernal del Castillo Diaz.
 P. Lauridsen. Vitus Bering, Discoverer of the
 Bering Strait.
 Dwight Moody. Sowing and Reaping.
 Osborn Moore. The Voices.
 R. L. Stevenson. First English eds. Any titles.
 Thompson. Population and Its Distribution.
 H. M. Trismegistus. Written by the Ancient
 Priest-King.

Brentano's—Continued

W. Spalteholtz. Hand Atlas of Human Anatomy.
Ed. & trans. by L. F. Barker. 3 vols.

Brentano's, 586 Fifth Ave., New York

Abbot. Peter the Great.
Aurelius, Marcus. Thoughts of. 1925 ed. Large type.
Birkenfeld. A Room in Berlin.
Bonny, Therese & Louise. French Cooking for American Kitchens.
Carter, Capt. Thos. Descendants of.
Castleman. Any of the Frank Books.
Chambers. Maid at Arms; Reckoning.
Colette, Mme. Claudine at School; Recaptured; A Lesson in Love; Renee the Vagabond of Love; Gentle Libertine; Mitsou; Cheri.
Cook. Commentary on "The Ring and the Book."
Crawford. Corleone.
Dark. London. Pennell illus. Tan linen bind'g.
Farmer. Boston Cooking School Cook Book. 1894 ed. or previous.
Firth. Constantine the Great.
Freeman. Robert E. Lee. Vols. 1 & 2. 1st ed.
Gray. Children's Crusade.
Humphreys. Va. Campaigns of '64 and '65.
Kitchin. History of France. In 3 vols.
Koehn. Art of Japanese Flower Arrangement.
Lawson. World's Best Proverbs and Maxims.
MacLeish. Streets in the Moon.
Meyer. Reincarnation.
Mooney. Travel Among the Ancient Romans.
Morley. Arrow.
Newton, A., ed. Amenities of Book Collecting.
Nexo. Pelle the Conqueror.
O'Flaherty. Mountain Tavern.
Oppenheim. Havoc.
Page, R. C. Genealogy of the Page Family of Va.
Parry. Tattoo.
Patten. Rockspur Nine.
Pelley. Golden Rubbish.
Redway. Bacon, Shakespeare & the Rosicrucians.
Rimsky-Korsakov. My Musical Life.
Sackville West. The Land.
Saracen Bahaadin. History of Saladin. Eng. tr.
Sedgwick. Cortez the Conqueror.
Simonds. Evolution of International Public Law, etc.
Sinclair. Boston.
Smith. Bessie Cotter.
Stanard. Colonial Virginia—Its People & Customs.
Stanley. Eastern Church.
Steiger. China and the Occident.
Stewart. The Witness of the Great Pyramid.
Study of Trends in Crime Prevention.
Tolstoy. Prince of Outlaws.
Tumulty. Wilson as I Knew Him.
Von Moltke. Franco-German War of 1870-71.
Wilde, Oscar. Ghost Epigrams of.
Wiley. 1001 Tests.
Young. Frederick the Great.
Montague Family in America. 1886.
Macomber Family. 1908.
Rostand. Chanticleer.
Black Morning Tales.
Fowler. Women of the Frontier.
Oppenheim. Chronicles of Melhampton.
Exploits of Pudgy Pete.
Human Chase.
The Usurper.

Brentano's, 1322 F St., N.W., Wash., D. C.

Twain. Huckleberry Finn. Quarto. Blue cloth.
Amer. Pub. Co.
Smith, G. A. Jerusalem.
Simpson. Cups, Wands, Swords.
Brainard. Outpost of the Lost.
Chapman. Warblers of North America.
Jordan & Evermann. Fishes of North and Middle America. 4 vols.

Weekly Book Exchange**Brentano's—Continued**

Kaempffert. Popular History of American Inventions.
McCallister. Genealogy of the Lewis and Kindred Families.
American Annual of Photography. 1935.
Architectural Forum. Feb., 1935.

Brick Row Book Shop, 42 E. 50th St., New York
Shellabager. Voodoo.
Kingsley. Chalk Stream Studies.

Britannica Book Shop, 342 Madison Ave., N. Y.
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